

CORPORATE BRAND COHERENCY: EXAMINING THE EFFECTS OF THE ADVERTISING CONGRUENCE ANTECEDENT ON CONSUMER ATTITUDES

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ABSTRACT

The overall aim of this thesis is to investigate the effects of coherence in the corporate branding process. Specifically, this thesis defines and develops the concept of corporate brand coherency (CBC) using four antecedents and four dimensions, and investigates the effects of incongruence based on the advertising antecedent by manipulating ad-brand congruence. Using the Elaboration Likelihood Model (ELM), the research tests whether two-sided messages aid the resolution of incongruence following central route processing and whether greater number of arguments could act as a peripheral cue. Accordingly, a conceptual model was developed to test the effects of ad-brand congruence, message sidedness and argument quantity on corporate credibility, attention and elaboration, attitude towards the ad and attitude towards the corporate brand.

To empirically test this model an online experiment (using a 3x2x2 between-subjects factorial design) was conducted, where subjects were exposed to a modified print advertisement for a grocery store. A total of 528 responses were collected from New Zealand Internet users. Two- and three-way ANCOVAs as well as path analysis was used to analyse the hypothesised relationships.

The results indicate support for CBC, as it was found that congruence led to positive evaluations and higher corporate credibility. Two-sided messages were not found to be effective in reducing the negative effect of incongruence. Instead, two-sided messages led to less favourable evaluations of incongruence. Regardless of the incongruence, the results show that two-sided messages did not lead to positive evaluations, while an increased number of arguments did lead to more favourable attitudes. Overall, the findings show the ELM is not applicable to explain consumers' responses to incongruence, as incongruence was not found to affect message processing. Additionally, there was no support that message sidedness and argument quantity, respectively, acted as central and peripheral cues. Furthermore, findings indicate that incongruity in advertising can lead to positive evaluations when consumers have a negative prior brand attitude. The theoretical and managerial implications as well as directions for future research based on these findings are discussed.

ABBREVIATIONS

CBC = Corporate Brand Coherence

CSR = Corporate Social Responsibility

ELM = Elaboration Likelihood Model

HSM = Heuristic-Systematic Model

IMC = Integrated Marketing Communications

PLS = Partial Least Squares

1 THESIS OVERVIEW

1.1 INTRODUCTION

Traditionally, product features and product branding were used by companies to distinguish themselves from their competitors; however, in the last few decades, marketing practice has changed focus to the branding of companies, or corporate branding (De Chernatony, 2002; Hatch & Schultz, 2003). Corporate branding is used as a form of differentiation and has evolved, on par with product branding, from promoting the corporate name to promoting corporate values (Hatch & Schultz, 2003). Within the product branding sphere, marketing practice has shifted from highlighting product features and benefits to experience and identification with products, which can also be applied to corporate brands; a corporate brand must now stand for something (Gylling & Lindberg-Repo, 2006). The underlying motivation of corporate branding is to create symbolic meaning for the consumer (Wæraas, 2008). This assists the consumer in the recognition and decision-making process and supports any symbolic motivation behind the consumption (Herbig & Milewicz, 1995). Hence, many companies use symbolic corporate values, based on social expectations, to differentiate and build a relationship with the consumer.

Behavioural guidelines for companies and brands are determined by societal pressures through its external stakeholders (Tarnovskaya, Elg & Burt, 2008). However, companies exist within a complex and unstable environment, one which constantly evolves through time based on economic, environmental, geographical, political or technological forces (Lissack & Roos, 2001). Consequently, companies have to adapt to what is “required or expected” by society in accordance to a certain time period. This is supported by Institutional Theory, which states that corporate stakeholders (consumers, governments, regulators, competitors, environmental interest groups and whole communities) impose normative and coercive pressure on companies, which affect their business practices (Delmas & Toffel, 2004). To illustrate, Starbucks started to display fair-trade coffee as a result of consumer activism, which was subsequently developed into their sustainable brand positioning (Delmas & Toffel, 2004; Wagner, Lutz, & Weitz, 2009; Walker & Kent, 2012).

Sustainability provides the context for this research and is one of the recent pressures stakeholders have imposed on companies, resulting in most large companies reporting on

their sustainability or corporate social responsibility (CSR) effort, repositioning their corporate brand as sustainable or completely adopting a sustainable corporate brand identity (Stuart, 2011). Presently, sustainability and CSR can both be approached through the triple bottom line approach, where equal emphasis is given to each of the three dimensions: environmental integrity, social equity and economic prosperity (Bansal, 2005). Global companies like Starbucks, the Body Shop and BP are examples of this development (Sheth, Sethia, & Srinivas, 2011; Wagner et al., 2009). Starbucks, for example, initiated the “Bean Stock” program, where employees get shares in the company, to encourage social sustainability and satisfy the social equity dimension of sustainability (Keller & Richey, 2006). The adoption of sustainability in the corporate branding process aligns with the aforementioned notion that consumers can identify with the company through their brand values (Balmer, 2008; Balmer & Gray, 2003). However, when adopting a value-based brand identity, such as sustainability, it is important that all corporate communication and behaviour is true to these values, to ensure a coherent brand (Stuart, 2011).

Creating a coherent corporate brand image in the mind of all stakeholders is essential to the corporate branding process (Einwiller & Will, 2002). This is increasingly recognised by companies as evidenced by developments like integrated marketing communications (IMC) and its integral importance to brand equity (Madhavaram, Badrinarayanan, & McDonald, 2005); as well as the development of the term corporate brand coherency (CBC) (Morsing & Kristensen, 2002). Simply said corporate brand coherency refers to the extent the brand is perceived to ‘make sense’ to corporate stakeholders (Lissack & Roos, 2001). This concept is highly acknowledged in practice; however, in the literature it is currently evolving to distinguish itself from the traditional notion of brand consistency (Lissack & Roos, 2001; Morsing & Kristensen, 2002).

Corporate brand coherency is jeopardised by incongruence between many elements (including corporate behaviour, corporate identity, corporate communications and advertising) on different dimensions (including time eras, different locations, between different communication channels and between different stakeholders). For example, a corporate brand can be perceived as incoherent when there is incongruence between the corporate brand promise and corporate behaviours (Morsing & Kristensen, 2002). Additionally, corporate hypocrisy occurs when a firm’s claims do not match who they are (Wagner et al., 2009). Continuing with the Starbucks brand example, the Starbucks brand

experienced incongruence when they refused their support to trademark Ethiopian coffee aimed to benefit coffee growers, as their behaviour did not match their socially responsible corporate brand promise (Ford & Maynard, 2007). Consequently, they suffered from consumer criticism with a high negative consumer response (with over 70 000 complaints) (Ford & Maynard, 2007). Starbucks' refusal did not match consumers existing brand schema, causing an overall incoherency in the minds of consumers spurring negative responses and ultimately forcing Starbucks to revise their position (Ford & Maynard, 2007; Kocher, Czellar, & Usunier, 2006; Lee & Schumann, 2004).

Unsurprisingly, the importance of coherency in the corporate branding process has been acknowledged in the literature (e.g. Einwiller & Will, 2002). For example, the literature indicates that in general coherency elicits positive emotions (Kocher et al., 2006). However, when companies adapt to match the fluctuating business environment coherency might not always be achieved. For example, a company could adopt a sustainable brand positioning when historically the company's brand image is not associated with sustainability, thereby creating a perceived incoherence in the mind of the consumer. The question remains how companies can best deal with incoherence? Specifically, how can companies best design their advertising communication to create positive responses to incoherence? First, however, the important question of what CBC is and on what levels it can occur needs to be answered.

On a holistic level, the literature indicates the importance of coherency in branding and brand communication activities. The commonly referred to construct of IMC, for example, states that strategic consistency (the coordination of branding activities) is needed to deliver effective brand messages (Madhavaram et al., 2005). When advertising the corporate brand it is important to speak in 'one voice' (Morsing, 2006). However, previous research investigating CBC in advertising has been narrow focused by not incorporating this holistic approach.

Within the brand communication sphere, previous research has examined the effects of coherency by looking at the effects of perceived brand name-logo coherence (Klink, 2003; Kocher et al., 2006). Furthermore, Wagner (2009) examined how a firm's communication strategies can be used to minimise any negative effect when a firm's CSR promise does not match their actual behaviour. Recently, research has focused on the conceptual coherence of print advertisements, which involves associations; coherence in advertising is achieved if there are a high number of associations between the advertisement and the consumer's

schema of the brand (Gasiorowska & Grochowska, 2012). The authors examine the effect of conceptual coherence by looking at ad-brand incongruence in print advertisements, in association with learned helplessness syndrome and cognitive exhaustion, which impair mental processing.

Incongruence in advertising is examined under information congruence, a stream of research which explored picture-word congruency (Houston 1987), music-ad content fit (e.g. MacInnis & Park, 1991), product-celebrity congruence (Kamins & Gupta, 1994), ad-magazine congruity (Moorman, Neijens, & Smit, 2002) and ad-brand incongruence (e.g. Dahlén, Lange, Sjödin, & Törn, 2005; Törn & Dahlén, 2008). Several studies have explored brand schemata incongruence (Dahlén et al., 2005; Gasiorowska & Grochowska, 2012; Halkias & Kokkinaki, 2012; Lange & Dahlén, 2003). Recently, Halkias and Kokkinaki (2012) explored consumers' cognitive and affective responses to incongruence in brand communication and found that moderate schema incongruence results in a better brand and ad recall, as well as more positive attitudes towards the brand and the ad. They focused on the product brand schemata, rather than the corporate brand schemata, which is used for the research in this thesis.

Research showing the effects of information congruence versus incongruence in advertisements has been explored by several studies showing inconsistent results (Gasiorowska & Grochowska, 2012). Congruent advertising is easy to process and elicits positive emotions; consequently, it positively affects attitude towards brand and towards the ad as well as brand recall (Gasiorowska & Grochowska, 2012; Kocher et al., 2006; Moorman et al., 2002). Contrarily, some research suggests moderate incongruence between the brand and the ad can distinguish the advertisements and lead to increased attention, greater cognitive elaboration, and higher brand recall (Dahlén, Rosengren, Törn, & Öhman, 2008; Goodstein, 1993; Houston, Childers, & Heckler, 1987; Lee & Mason, 1999). Moderating effects that have been investigated include category affect, processing goals (Goodstein, 1993), and brand familiarity (Dahlén et al., 2008; Gasiorowska & Grochowska, 2012; Lange & Dahlén, 2003). Most of research to date has linked incongruity to motivation to process the message, as it is shown to lead to more elaborate message processing (e.g. Lange & Dahlén, 2003). Motivation to process the message is a crucial element in Petty and Cacioppo's (1986b) Elaboration Likelihood Model (ELM), a model that focuses on elaboration in persuasive communication. However, only Lee and Schuman (2004) in their conceptual

paper have indicated the use of the ELM to explain consumer responses to incongruity. Hence, it seems appropriate that the ELM is incorporated in an empirical study, which focuses on consumer responses to incongruity in advertising.

The next section of this chapter provides conceptual background to this research, which is followed by the research objectives that provide the foundation for this study. Furthermore, this chapter provides relevant methodological considerations as well as an illustration of expected areas of contribution. The chapter concludes by providing an overview of the remainder of this thesis.

1.2 BACKGROUND TO THE RESEARCH

The underlying aim of this research is to conceptually develop the CBC construct. In addition, a secondary aim is to empirically test the effect of incoherence in corporate branding by investigating consumer responses to corporate brand re-positioning that is incongruent with existing brand image and consumer brand schema. Primarily, this research aims to explore consumer attitude change in response to advertising where incongruity is present in the form of ad-brand incongruence. Specifically, the effects of two message content variables (message sidedness and argument quantity) are tested to determine their role in consumer attitude change when dealing with incongruence. To clarify for ad-brand incongruence, in this research the ad refers to the repositioned brand image through an advertisement, while the brand refers to the existing brand image. This section first explores the notion of CBC and information incongruity. Then this section explains how this research is grounded in persuasion theory, which provides the justification for the other variables: message sidedness and argument quantity, which are, subsequently discussed.

The importance of coherency in the corporate branding process is acknowledged in the literature (e.g. Einwiller & Will, 2002); however, this construct is yet to be adequately defined in the academic literature or sufficiently examined. To date, the term CBC is only directly used in the literature by Morsing and Kristensen (2002) who fail to provide a definition for the concept. They use the term to refer to coherency in corporate branding in relation to time. Other articles mention the importance of coherency in corporate branding without mentioning ‘corporate brand coherency’ as a specific term. For example, Bhattacharya and Sen (2003) explore consumer-company identification and the role corporate

identity coherence plays in this. However, when talking about coherency in the branding process, there seems to be confusion within academic literature whether or not coherency equals consistency and what its relationship is to incongruence within corporate communication. Articles appear to use consistency and coherency interchangeably (e.g. Borgerson, Schroeder, Escudero Magnusson, & Magnusson, 2009). Consequently, there is a need to define the construct of corporate brand coherency.

This research proposes that companies can create a coherent corporate brand by ensuring congruence between all aspects of branding, communication and corporate behaviour. Companies can control how they communicate themselves to the world or how they manifest their brand. However, it is proposed that whether a corporate brand is perceived coherent by the consumer depends on whether the corporate brand manifestation matches the consumer's brand schema or knowledge schema. This is supported by Puligadda, Ross and Grewal (2012) who acknowledged that consumers interpret brand information differently. Theoretically, this idea is based on Osgood and Tannenbaum's (1955) Congruency Theory, which states that attitudes are changed in the direction that is congruent with the existing brand knowledge. Furthermore, this research integrates Mandler's (1982) Schema Incongruity Theory, which explores how people deal with incongruent information. Information that is slightly incongruent with an individual's brand schema will be assimilated into the brand schema, whereas severe incongruity will require an alternative schema or accommodation (Mandler, 1982). Consequently, consumers can perceive brands to be incoherent when incongruity occurs and their brand schema does not match the corporate brand manifestation.

However, this research explores the notion that incongruity can also occur within the manifestation of the corporate brand. This research proposes that the corporate brand manifestation can occur on several dimensions and if branding elements are found to be incongruent on one or more of these dimensions the brand can be perceived as incoherent. This research conceptually identifies these dimensions and investigates brand image incongruity on the time dimension. Specifically, the effects on incongruence between a new brand positioning and the existing brand image are investigated through ad-brand incongruity, where the ad uses the new brand positioning.

This research is based on the ELM, which is found upon the theory that the route of persuasion is determined by the extent to which consumers elaborate the message (Petty &

Cacioppo, 1986a). Past studies indicate that incongruity leads to higher motivation to process the message and higher elaboration in message processing, yet only Lee and Schuman (2004) explore consumer responses to incongruence using the ELM. According to the ELM, the level of elaboration of persuasive communication is determined by the receiver's motivation and ability to process the message (Petty & Cacioppo, 1986a). Motivation is often manipulated through involvement level or personal relevance, while ability refers to cognitive resources and can be determined by several factors including age, distraction and viewing time (Wang & Chen, 2006). This research explores the notion that incongruity affects motivation and hence, elaboration.

As mentioned previously, incongruence in advertising can lead to increased processing. However, there are several moderating factors to this relationship, including situational factors (such as personal relevance), individual factors (such as prior brand knowledge) and source and message factors (such as resolution messages or hints) (Lee & Schumann, 2004). Resolution messages or hints can come in several forms, but this research hypothesises that using two-sided messages could explain incongruity and aid the receiver in effectively solving the incongruence leading to positive consumer responses. Hence, it is deemed appropriate that message sidedness was chosen as the second variable to be explored in this research.

Using a two-sided message appeal in persuasive communication is a technique to enhance consumer attitudes, which highlights both positive and negative aspects about the advertised subject (Allen, 1991). However, the negative information is usually regarding something relatively unimportant (Hastak & Park, 1990). Two-sided message framing is used when there is no actual negative information in the message, but advertisers portray the message to have a negative and a positive side (Chong & Druckman, 2007; Rucker, Petty, & Brinol, 2008). Using two-sided messages (instead of one-sided messages) has been investigated in relation to attitude towards the ad and brand (Eisend, 2007), purchase intentions (Golden & Alpert, 1987), source credibility (Golden & Alpert, 1987; Kamins, Brand, Hoeke, & Moe, 1989; Kamins & Marks, 1987), attention and motivation to process the message (Crowley & Hoyer, 1994; Eisend, 2007), celebrity endorsement (Kamins et al., 1989), attitude certainty (Rucker et al., 2008), reduced counter arguing (e.g. Kamins & Assael, 1987b), believability (Golden & Alpert, 1987), deception from advertising puffery (Kamins & Marks, 1987), argument type (interaction effect) (Jalnawala & Wilkin, 2007), in relation to involvement

(interaction effect) (Chebat & Picard, 1985), the effectiveness of 2-sided messages with or without refutations versus one-sided message (Allen, 1991; Hale, Mongeau, & Thomas, 1991; Kamins & Assael, 1987b; Kamins & Marks, 1987) and the role of correlational inferences between the different sides of the message (Pechmann, 1992). Many findings have been inconclusive or varied showing that specific context and other persuasion variables when using two-sided messages are important in determining the effectiveness of two-sided messages (Crowley & Hoyer, 1994; Ellen, Webb, & Mohr, 2006; Pechmann, 1992).

Research into effects of message sidedness has mainly focused on Inoculation Theory, Attribution Theory and Optimal Arousal Theory, yet some research uses the Heuristic-Systematic Model (HSM) or the ELM (Crowley & Hoyer, 1994; Kao, 2011). However, there are several studies that have used the ELM in relation to message sidedness (Allen, 1991; Crowley & Hoyer, 1994; Eisend, 2007; Hale et al., 1991; Hastak & Park, 1990). Involvement, a common method to manipulate the motivation element of the ELM, should affect whether or not the consumers recognise message sidedness. Hastak and Park (1990), however, found that their results do not support this. Consequently, researchers have progressed to the theory that message sidedness can increase cognitive message processing (Crowley & Hoyer, 1994; Eisend, 2007). Research did find that there was an interaction effect between involvement and the effect of message sidedness (Chebat & Picard, 1985). This research builds on previous research to investigate the effect of two-sided messages based on the ELM, but to clarify incongruence in advertising. The incongruence should affect attention and elaboration, which should affect the extent to which the two-sidedness of the message is recognised and processed. Consequently, this research investigates whether two-sided messages can be used as an effective central cue in persuasion as suggested in the literature (Hale et al., 1991).

If two sided-messages effectively aid the resolution of incongruence as for central processing, it is important to explore how a peripheral persuasion cue can affect how incongruence is perceived. Argument quantity is a peripheral cue to persuasion as the number of arguments present in a message has been found to only affect persuasion when elaboration is low (Petty & Cacioppo, 1984a). Consequently, this research explores the effects of argument quantity in relation to ad-brand incongruence.

1.3 RESEARCH QUESTIONS AND OBJECTIVES

Based on the previous discussion, six research questions are formulated as a basis for this research. Specific research objectives were formulated from these research questions to guide this research.

1.3.1 Research Questions

What are the implications of incoherency in corporate branding on consumer attitudes?

How does corporate brand coherency affect the route of elaboration in attitude persuasion?

How do consumers respond to a repositioned corporate brand when the repositioning is incongruent with the existing brand image?

In the case of incongruence, can argument content factors (specifically, message sidedness and argument quantity) be used to create positive consumer attitudes?

How does incongruence and message sidedness affect message processing, and subsequently, the persuasion process?

What is the role of corporate credibility in the persuasion process?

In order to answer the research questions, this study will first define CBC and use the literature to indicate what role CBC might play in the branding process.

1.3.2 Research Objectives

Using the above research questions, this research aims to satisfy the following research objectives.

To develop and define the construct of CBC and illustrate how brand coherency differs from brand consistency.

To develop a model of consumer responses to CBC that is applicable to persuasive communication.

To determine whether using two-sided messages in combination with a certain number of arguments can help minimise negative responses to incongruity.

To determine how congruence and message sidedness affect message processing and subsequently, how message processing affects the persuasion process.

To determine the role of corporate credibility in the persuasion process.

1.4 RESEARCH METHODOLOGY

This research is interested in consumer responses to variables within advertising, which can best be measured when manipulating these variables in an experimental design. Consequently, this research adopts a 3x2x2 between-subjects factorial design to test the effects ad-brand congruence, message sidedness, and argument quantity on consumer responses. Specifically, it examines the impact of these variables on corporate credibility, attention and elaboration, attitude towards the ad and attitude towards the corporate brand. Additionally, this research is interested in consumer responses to a repositioning in a certain point of time; therefore, it requires cross-sectional rather than longitudinal data.

1.5 RESEARCH CONTRIBUTIONS

This research has both theoretical and practical implications. Theoretical contributions from this research are expected in the corporate branding and persuasive communication fields within the marketing discipline. Furthermore, this research is expected to provide brand managers with a better understanding of CBC and knowledge to manage incoherencies in the corporate branding process.

1.6 THEORETICAL IMPLICATIONS

1.6.1 Corporate Brand Coherency in Corporate Branding

This research contributes to the corporate branding field by addressing the existing, yet undefined construct of CBC. This research will help bring clarity to the role of coherency in the corporate branding process and how it differs from consistency. The debate between change and consistency in the corporate branding process has been highlighted as an interest

for future research. Specifically, it is important that corporate brands learn to adapt to the fluctuating environment – to be dynamic and embrace change, yet at the same time still portray a continuous image (Melewar, Gotsi, & Andriopoulos, 2012). Furthermore, there are no quantitative studies that measure consumer responses to incoherencies in the corporate branding process. Additionally, this research explores the effect of incoherency in corporate branding using the ELM, which has not been done before.

1.6.2 Information Incongruity, Message Sidedness and Argument Quantity in Persuasive Communication

This research will provide a further exploration of consumer responses to incongruence in persuasive communication. To date, no research has investigated incongruity between a repositioned corporate brand and the existing brand image. Furthermore, Lee and Schuman (2004) acknowledged the ELM in relation to incongruity in advertising, yet no empirical study has investigated the effects of incongruence by using the ELM. Additionally, it explores consumer responses to the message sidedness and argument quantity in relation to incongruity. The use of two-sided messages has been investigated in relation to new brand introduction (Etgar & Goodwin, 1982), but not yet to explain incongruity in advertising or incoherence in the branding process. Furthermore, consumer responses to two-sided messages have been explored using the ELM, yet no research has focused on argument quantity in relation to two-sided messages. Eisend (2007) emphasises the importance of a future study which explores message sidedness in relation to argument quantity and involvement. This research theorises that the level of congruence can act as a determinant to motivation to process the message; consequently, affecting processing in a similar way that involvement does where congruence leads to peripheral processing, while incongruence leads to central processing.

1.6.3 Practical Implications

This research will provide brand managers with a better understanding of causes and dimensions of CBC. Increased awareness of the antecedents of CBC and the dimensions on which it can occur should better equip brand managers to develop a coherent corporate brand. Specifically, this research focused on how brand managers can design their corporate advertising when experiencing incoherency. This research investigated whether using

message content manipulations (two-sided messages and argument quantity) should be used to help the consumer resolve incoherency in the branding process.

1.7 THESIS OUTLINE

This chapter aimed to introduce this research by providing a theoretical background, presenting proposed research questions and objectives as well as the adopted methodology. Finally, this chapter outlined the theoretical and practical contributions. This thesis consists of six chapters, which are followed by the references and appendices. This section briefly describes each of the remaining chapters.

Chapter Two, Literature Review, provides an overview and discusses the relevant literature. First this chapter looks at the corporate branding literature, then develops the CBC construct, which is followed by an in-depth discussion of the persuasion literature, which specifically focuses on the Elaboration Likelihood Model and the two persuasion variables explored in this research: message sidedness and argument quantity.

The third chapter, Conceptual Framework and Hypotheses, uses existing theory to build a conceptual model and develop specific research hypotheses. Additionally, this chapter identifies the covariate variables for this study.

Chapter Four, Methodology, explains the methodological aspects of this research by providing a detailed outline on the development of the online experiment and the manipulated conditions. Furthermore, the chapter discusses sample considerations and respondent recruitment. Finally, this chapter presents the results from the pre-tests, which were used to help ensure the experimental manipulations would be successful.

The fifth chapter, Analysis and Results, presents the findings of the research by providing a sample overview, scale testing, and hypotheses testing as well as a path analysis of the full conceptual model.

Chapter Six, Discussion, is the final chapter of this thesis, which discusses the major research findings, practical and theoretical implications as well as suggestions for future research.

2 LITERATURE REVIEW

2.1 INTRODUCTION

The goal of this chapter is to provide theoretical background regarding the main areas of interest to this research. This chapter first addresses the corporate branding literature, which is used as an introduction to this research. The next section explores corporate brand coherency (CBC), which integrates the corporate branding and persuasion literature. The next section covers the persuasion literature by examining attitude change and formation theories, as well as reviewing the message-sidedness literature. The last section of this chapter focuses on the Elaboration Likelihood Model (ELM), which includes a detailed account of the credibility and argument quantity literature. This chapter provides a foundation for the conceptual model, which is introduced in Chapter Three.

2.2 OVERVIEW OF CORPORATE BRANDING

2.2.1 Introduction to Corporate Branding

The corporate branding literature has evolved from the product branding literature since the 1990s; starting with Stephen King's (1991) seminal article "Brand-building in the 1990s". In the late 1990s, corporate branding gained the interest of academics and practitioners yet did not take off until the last decade (Forman & Argenti, 2005; Melewar et al., 2012). Corporate branding is increasingly seen as a central management strategy, where corporate activities are integrated to form a consistent and coherent body that embodies the emotional and functional values of the company (De Chernatony, 2002; Morsing, 2006). The corporate brand can be a valuable resource and a source of differentiation based on the commonly used economic theory, the 'resource-based view of the firm' (Gylling & Lindberg-Repo, 2006). The corporate brand can be seen as an intangible asset of a company; it can leverage consumer value of the corporate name across different product categories. This has become popular practice; take the Virgin brand for example (Alwi & Da Silva, 2007; Balmer & Gray, 2003; De Chernatony, 1999, 2002). Even, Procter and Gamble's (a company that consists of a portfolio of different product brands) one-time CEO Ed Artz recognised that consumers have an interest in the company beyond the products (Morsing, 2006). The growing field of

research on corporate branding reflects the industry's acceptance of the practice (Morsing, 2006).

Corporate brands, like product brands, are about creating meaning for different stakeholder groups (Wæraas, 2008). Corporate brands, however, significantly differ from product brands, because they involve a large stakeholder group rather than just consumers (Balmer & Gray, 2003; Hatch & Schultz, 2003). Hence, it is unsurprising to find literature that examines how best to communicate the corporate brand to different stakeholders, including consumers, employees, and investors (Gregory, 2007). Consequently, unlike product branding, corporate branding requires internal and external communication (Hardaker & Fill, 2005). Internal marketing is an important part of managing the corporate brand, as employees play an important role in the brand building (Harris & De Chernatony, 2001). However, this thesis is concerned with external brand communication, specifically to consumers.

Though the corporate brand usually refers the company as a brand (De Chernatony, 2002), it is not called a company brand because it is also applicable across groups of companies (corporate branding networks) as well as countries, cities or regions (Balmer & Gray, 2003). The word "corporate" has been derived from the Latin word for body, which means corporations can refer to any group of people who act like a united body (Morsing, 2006). Hence, corporate branding goes beyond branding companies. However, in general, corporate branding refers to the process of branding corporations instead of products (Morsing, 2006).

Until the mid-1990s, corporate branding was interpreted as "the strategic process of leveraging the equity in the corporate name across an expanding array of products and services" (De Chernatony, 2002, pp. 115-116). In the latter half of 1990s, this definition and the concept of corporate branding became more sophisticated; the corporate brand became associated with the organisation's culture, value proposition and relationships (De Chernatony, 2002). Balmer and Gray (2003) suggest there are five schools of thought in the branding literature, which can also be applied to corporate branding. These schools of thought give corporate branding five different functions, including: (1) denoting ownership; (2) acting as an image building device; (3) providing symbols that express key values; (4) providing consumers with a form of identity construction and expression; and (5) creating pleasurable experiences for consumers.

A corporate brand can also be conceptualised as the verbal, visual, and behavioural expression of an organisation's unique business model (Knox & Bickerton, 2003). This is articulated through the company's communication, core values, beliefs, mission, culture and overall design (Simoes & Dibb, 2001). A corporate brand consists of values that represent the organisation, which are often seen as the promise between the organisation and its stakeholders (Balmer & Gray, 2003; Ind, 1997). The corporate brand can offer a means of differentiation and enhance loyalty and esteem in how the organisation is viewed by its stakeholders (Balmer & Gray, 2003).

Traditionally, the corporate brand was seen to be created by senior management (Melewar et al., 2012). Recently, conflicting views of corporate brands have challenged this notion by saying that the corporate brand is created based on the relationships the organisation has with its environment (Leitch & Richardson, 2003). Whether the corporate brand should be organisation or relationship focused is one of the three tensions which can be identified in the corporate branding literature (Melewar et al., 2012). The second tension involves whether a corporate brand should be managed and studied on an organisational or individual level. The final tension, which is closely linked to this thesis, is the debate on whether the corporate brand should be static or dynamic (Melewar et al., 2012). The literature on this debate is discussed in the corporate brand coherency section (see Section 2.3).

2.2.2 Corporate Branding and the Increasing Need for Coherence

The benefits of creating a coherent corporate brand image are acknowledged in the corporate branding literature. For example, Einwiller and Will (2002) argue that having a coherent corporate brand image in the mind of all stakeholders is important to effectively manage the corporate branding process, especially for multi-national organisations. From a consumer perspective, coherency in the corporate image, including its branding and behaviour, is important for sense making (Morsing & Kristensen, 2002). Consumers form a coherent brand image through a 'coherent set' of brand associations (Van Rekom, Jacobs, & Verlegh, 2006). Furthermore, a clear and consistent corporate brand identity is easier to identify for consumers and provides a method of differentiation (Eagly, 1999).

Changes in the business environment have added to the need for a coherent corporate brand image (Einwiller & Will, 2002). The unpredictability and complexity of the business environment are reasons for corporations to focus on coherence rather than vision, as vision

requires a 'fixed outcome', and does not have the flexibility to utilise opportunities arising from the changing environment (Lissack & Roos, 2001). However, the adaption to changing market developments can endanger coherence if a brand is based on heritage values. This was indicated by Schultz and Hatch (1997), in their paper regarding Lego Group, when Lego introduced new product brands and became fragmented as a corporate brand in the 1990s. Heritage values, however, can create strong global brand coherence, which is what Johnson & Johnson has achieved (Bright & Manfredi, 1997).

In the past decade, several reasons to have a coherent corporate brand image were spurred by the changing business environment. This includes the growing importance of capital markets, where brands are seen as assets (Klink, 2003). A coherent corporate brand image is also important in the current environment's 'war for talent', where a 'strong' corporate brand can help attract skilled employees (Einwiller & Will, 2002). Furthermore, there is a need to align corporate and product brands, as a product brand contributes towards the corporate brand image by association (Einwiller & Will, 2002; Shamma & Hassan, 2011). Additionally, corporate brand coherence can improve the co-ordination and identity problems in multinational organisations (Einwiller & Will, 2002). Finally, the growing demand for transparency, with increasingly available corporate data, requires a greater coherency in the corporate branding process (Einwiller & Will, 2002). This research adds to the literature on CBC by examining its effect on consumer information processing and attitude change, which is discussed in the next sections.

2.3 CORPORATE BRAND COHERENCY

As discussed in Chapter One, CBC has yet to be defined. This section of Chapter 2 provides an overview on the coherency literature in the branding, corporate branding and advertising fields. Specifically, this section provides a theoretical basis for the CBC construct by using the current literature to define CBC and to develop a theoretical model for perceived CBC. The rest of this section provides explanations of the dimensions and antecedents used in this model.

2.3.1 *Introduction to Corporate Brand Coherency*

The notion of brand coherency is present in the product branding and corporate branding literature. Park, Milberg and Lawson (1991), for example, explored whether brand extensions should have ‘brand concept consistency’. Research on the coherency of brand extensions shows that greater coherence is related to greater purchase likelihood (Dawar & Anderson, 1994). When viewed from a corporate branding perspective, the concept of CBC is still developing in the literature. To date, just Morsing and Kristensen (2002) use the direct notion of CBC, by investigating CBC over time and across stakeholders. De Chernatony (1999) developed a model which implies that stronger brands are built from a “homogeneous brand identity, with congruent components” (p. 157). Bhattacharya and Sen (2003) examined the effect of corporate identity coherence, rather than corporate brand coherence, on consumers’ identification with the company. Schultz and Hatch (1997) argue for a centralised approach to corporate brand management to ensure global brand coherence. Recently, the concept of brand confusion was recognised as a result from inconsistent messaging (Kocyigit & Ringle, 2011). Brand confusion, a construct highly related to brand incoherence, occurs on three dimensions: (1) when the brand is seen as highly similar to another brand (brand similarity); (2) when it is perceived as inconsistent (brand clarity); and/or (3) when it is perceived inauthentic (credibility) (Kocyigit & Ringle, 2011).

Additionally, Einwiller and Will (2002) discussed the importance of creating a coherent corporate brand image as part of managing and communicating the corporate brand. An incoherent corporate brand image can occur if communication is incongruent between the brand associations and the consumer’s knowledge (Sjödin & Törn, 2006). The effects of brand image incongruity in communication, “a discrepancy between a particular piece of communication about a brand and the brand image already established with consumers” (Sjödin & Törn, 2006, p. 32), have been explored in several different research areas. Most areas refer to information congruity, where information in a message is incongruent with the consumer’s brand schema (e.g. Dahlén et al., 2008). The most common would be research on brand extension congruity (Dawar & Anderson, 1994; Lane, 2000; Lau & Phau, 2007; Martin, Stewart, & Matta, 2005; Srivastava & Sharma, 2012), source congruity (Kamins & Gupta, 1994; Kirmani & Shiv, 1998; Siemens, Smith, Fisher, & Jensen, 2008), and advertising incongruity (e.g. Dahlén et al., 2005), anthropomorphized product congruity (Aggarwal & McGill, 2007), congruence between brand and self-schema (Aaker, 1999; Bosnjak & Brand, 2008; Kuenzel & Halliday, 2010), but the literature regarding brand

alliance, sponsorship (Rifon, Choi, Trimble, & Li, 2004), point of purchase, packaging and country of origin effects also touches on brand image congruity (Sjödin & Törn, 2006).

This research is concerned with brand image congruity in corporate advertising, but incorporates aspects that are not specific to communication in the theoretical background of CBC, such as organisational behaviour. The literature indicates that more research on managing CBC is needed to improve the corporate branding process (Morsing & Kristensen, 2002).

2.3.2 *Perceived Corporate Brand Coherency Model*

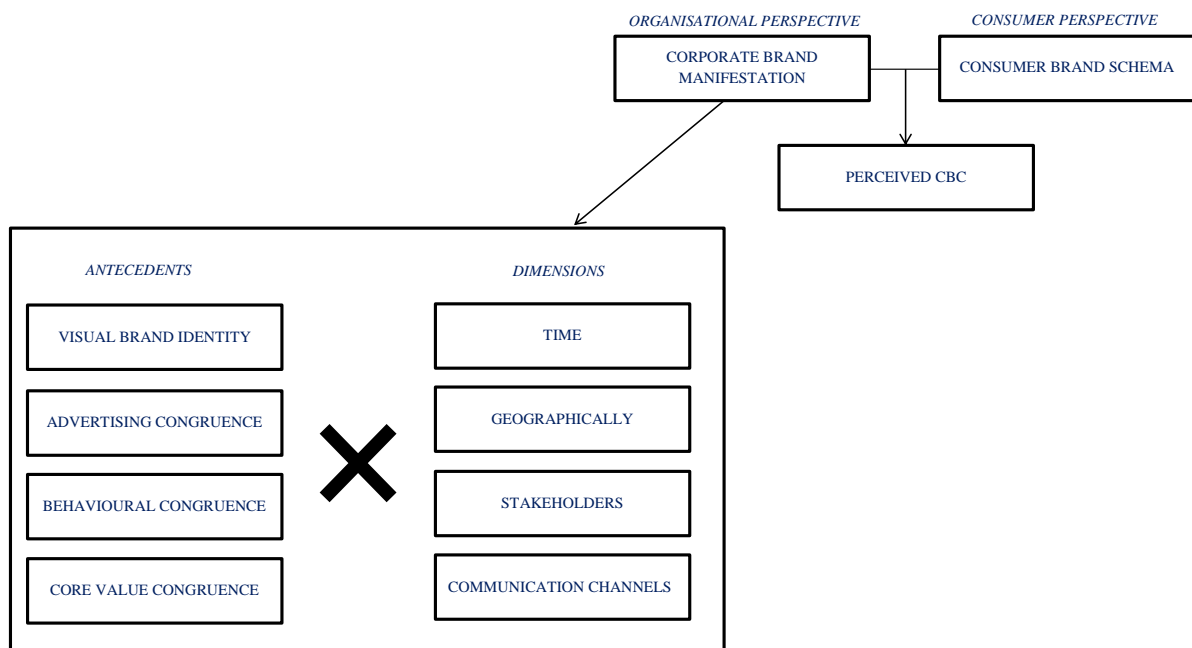


Figure 2.1: Perceived Corporate Brand Coherency Model

Figure 2.1 is the proposed model of perceived CBC, which indicates that perceived CBC is dependent on the interaction of the corporate brand manifestation (controlled by the organisation) and the consumer brand schema. Murphy and Medin 1985 propose that “concepts are coherent to the extent that they fit people’s background knowledge or naïve theories about the world” (p. 289).

Corporate brand manifestation refers to the organisational perception of the coherency of the corporate brand. However, this cannot be called CBC as the model acknowledges that CBC is all in the perception and interpretation of the consumer. Similarly, Puligadda, Ross and Grewal (2012) acknowledged that consumers interpret brand information differently. In the

model, this is illustrated by the interaction between the brand manifestation and the consumer brand schema. The model depicts that perceived CBC is derived from the extent to which the brand manifestation matches their image of the company. Consumers can perceive a brand to be incoherent if the corporate brand manifestation, on one or more of the antecedents, does not match their brand schema. This is based on Osgood and Tannenbaum's (1955) Congruency Theory and Schema Theory (Mandler, 1984). Congruency theory claims that evaluation occurs in the direction that is congruent with the consumer's existing knowledge of the brand (Osgood & Tannenbaum, 1955). Furthermore, Schema Theory illustrates that people organise information according to a certain schema, which refers to "mental structures that organize expectations, beliefs, prototypes, and affect regarding a given domain" (Cheong & Kim, 2011, p. 57). Schemas are used as a reference point when evaluating information; any incongruity affects how the message is processed (Cheong & Kim, 2011). Furthermore, research supports that consumers process brand information differently and is dependent on their 'brand schematicity' – that consumers interpret brand information based on a pre-disposed schema (Puligadda et al., 2012). Brand schematicity determines how brand information is processed and moderates the influence of brand concept consistency – where brand schematic consumers are more sensitive to brand concept consistent information (Puligadda et al., 2012).

Based on an analysis of existing literature, corporate brand manifestation has four antecedents and four dimensions, illustrated in Figure 2.1. The four antecedents include: visual brand identity, advertising congruence, behavioural congruence and core value congruence. The four different dimensions include: over time, between stakeholders, geographically (between locations, such as different regions), and between communication channels. Perceived CBC can be expressed on a continuum, from coherent to incoherent.

CBC is dependent on the congruence within and between all the different antecedents on all the dimensions. Heckler and Childers (1992) used social cognition research to propose the two dimensions of congruence: expectancy and relevancy. Their findings suggest that relevancy can aid information processing, while expectancy may induce people to rely on their existing mental structures. For example, research shows that advertisements are perceived more coherent if their content matches consumers' existing brand knowledge or schema (Gasiorowska & Grochowska, 2012). Incongruence, based on the relevancy and expectancy, between one or more of the antecedents on a specific dimension can result in an

incoherent interpretation of the corporate brand by the consumer. There is a higher chance that the corporate brand is not perceived coherent if antecedents are found to be incongruent on multiple dimensions or multiple antecedents are found to be incongruent.

The four antecedents, which make up corporate brand manifestation, are controlled by the organisation. For example, the organisation decides on the visual corporate brand identity (name, logo etc.) used for its communication. Additionally, behavioural congruence, which includes the behaviour of both the organisation and its employees, would be the most difficult antecedent to regulate, as employee behaviour needs to be managed as desired (Harris & De Chernatony, 2001). In other words, the organisation is completely in control of how it manifests each antecedent for each dimension, which means the organisation can control its coherency. However, it cannot control the consumer's brand schema. A match with the consumer schema is found to lead to affective responses (Fiske, 1982).

This model is derived from the literature, as seen in Sections 2.3.3, 2.3.4 and 2.3.5. This model is not tested in this research; its purpose is purely to outline the theoretical foundations for this research. The antecedent explored in this thesis is advertising congruence on the time dimension, as this research explores consumer responses to ad-brand incongruity, which refers to the congruence between the brand positioning in the ad and the existing brand image. The next section defines perceived CBC using the model and the literature.

2.3.3 Perceived Corporate Brand Coherency Definition

This research uses the perceived CBC model, Congruency and Schema Theory, as well as the existing definitions of coherence from the marketing, management, and psychology literature to define perceived corporate brand coherence (CBC) as:

Perceived corporate brand coherency refers to the extent that the corporate brand is perceived as logical, rational and to have unity. Corporate brand coherency is achieved by employing logical and consistent patterns in regards to the use of visual brand identity, advertising congruence, core value congruence, and behavioural congruence on the dimensions of time, geographically, between communication channels, and between stakeholders. Whether patterns are perceived as logical or congruent is dependent on the consumer's brand schema.

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Firstly, the definition claims that the corporate brand should be *“perceived as logical, rational and to have unity”*. According to the literature, the organisation’s actions have to reinforce the corporate brand identity based on the current environment; coherence is achieved when actions and corporate identity ‘make sense’ to all stakeholders (Lissack & Roos, 2001). Similarly, Dawar and Anderson (1994) developed a coherence measure for brand extensions based on how logical it was and whether it made sense. Morsing (2006) looks at coherence through integration as a means to achieve the corporate branding process. From an organisational development perspective, coherence can be viewed as the internal cohesion or ‘holding together’ of the organisation (Kabanoff, Waldersee, & Cohen, 1995; Lissack & Roos, 2001).

Secondly, the definition states that *“corporate brand coherency is achieved by employing logical and consistent patterns in regards to the use of visual brand identity, advertising congruence, core value congruence, and behavioural congruence on the dimensions of time, geographically, between communication channels, and between stakeholders.”* This stems from the literature which claims that coherency is about consistent patterns that are logical for consumers to follow and still adhere to consumers’ need for consistency (e.g. Cialdini, Trost, & Newsom, 1995). The idea that coherence is based on consistent patterns is derived from the psychology literature, through the concept of personality coherence, and has already been adopted in the marketing literature by Bhattacharya and Sen (2003). Coherence in personality is determined by stable patterns of behaviour, which are displayed by people over time (Bhattacharya & Sen, 2003; Biesanz & West, 2000). Similarly, by using the concept of brand personality (e.g. Aaker, 1997), coherency in corporate brand personality is determined by stable patterns of behaviour of the corporation. The focus in personality theory states that coherency is derived from consistency in some contexts, while displaying ‘distinctive patterns of variation’ across other situations (Cacioppo, Petty, & Morris, 1983; Cervone & Shoda, 1999). Brand consistency in the corporate branding process was traditionally seen as essential to create consistent favourable images in the minds of consumers and develop a ‘strong’ corporate brand (Einwiller & Will, 2002; Kay, 2006; Melewar et al., 2012). Clear and consistent messages to all stakeholders are needed to align the corporation and create a coherent corporate identity (Harris & De Chernatony, 2001; Shamma & Hassan, 2011).

Maintaining consistency is increasingly challenging in the current business environment with larger organisations, global branding, co-branding, and mergers (Einwiller & Will, 2002;

Wæraas, 2008). In addition, the literature challenges the emphasis on consistency with the argument that consistent branding does not allow for the flexibility needed to adapt to changing environmental factors. For example, Morsing and Kristensen (2002) found that an organisation can maintain a 'strong' corporate brand despite inconsistent and incoherent interpretations of the corporate brand over time and between stakeholders, yet highlighted the importance of consistency in corporate values on these dimensions. Jones (2010) argues that when using values as a corporate branding tool, different values are needed for different stakeholder groups. Using the same values across stakeholder groups means these values will potentially be broad and similar to brand values of other organisations in the same industry (Jones, 2010). The corporate rebranding literature supports the argument for flexibility in the corporate branding process as rebranding often involves a revolutionary change to corporate identity, which contradicts consistency in corporate identity over time (Melewar et al., 2012; Stuart & Muzellec, 2004). From the literature it can be concluded that consistency in the corporate branding process is related to constant, repeated and static branding expressions. Coherency in corporate branding allows for this flexibility; hence, it can be argued that the corporate brand should be coherent rather consistent.

However, coherence does involve some degree of consistency. For example, Lissack and Roos (2001) claim coherence involves "acting in a consistent manner" (p. 53). Coherence focuses on a reinforcement of corporate identity while adapting to change; for example, reinforcing the innovative identity of a company by advancing its products or organisational activities before competitors (Lissack & Roos, 2001; Melewar et al., 2012). It is now clear that organisations cannot be purely consistent, as they need to adapt to their environment, which is met by the concept of coherency rather than consistency. Kay (2006), for example, shows that a company, like Apple, whose products are constantly changing, i.e. from iMacs to iPhones and iPads, cannot keep a static brand image. Technology is among other aspects of the environment, such as political, economic, social, and environmental, which constantly change. Hence, it can be argued that brands, including corporate brands, need to adapt to this by being coherent rather than consistent. This is supported by the academic literature, as Jones (2010) emphasises the corporate brand should be able to adapt to any need for change rather than be consistent and rigid. Similarly, Lissack and Roos (2001) discuss the importance of coherency, rather than a consistent vision, in this constantly changing business environment. They provide the example of how Lego Group adapted to changes in children's entertainment by introducing its Robotics Invention System, which is now known as Lego

Mindstorms. The competitive environment within an industry is constantly evolving; hence, organisations must co-evolve based on the changes of other organisations to not get left behind (Lissack & Roos, 2001). Consequently, it can be argued that consistency does not allow for the flexibility that organisations require adapting to changing environmental factors; hence, this research argues the importance of coherency rather than consistency in communicating the corporate brand.

2.3.4 Dimensions of Corporate Brand Coherency

A corporate brand can be considered incoherent if one or more of the antecedents is perceived incongruent on one or more of the four dimensions: geographically, between communication channels, between stakeholders, and/or over time – where congruence/incongruence has also been referred to in the literature as expected/unexpected and consistent/discrepant (Heckler & Childers, 1992). These dimensions are referred to in the literature as micro-dimensions, while the alignment of identity and image is seen as a macro-dimension (Tarnovskaya, Elg, & Burt, 2008). However, this research views the macro-dimensions as antecedents (discussed in Section 2.3.5), which interact with the dimensions as illustrated in Figure 2.1. This section will discuss literature on these four dimensions and their effect on CBC.

Morsing and Kristensen (2002) explored the coherency of a Danish spaghetti company image on two dimensions: over time and between stakeholders. They define three different types of coherencies to evaluate corporate branding strategies for the time dimension, including: statement coherency, the coherency in top management's values; interpretation coherency, the coherency between stakeholder interpretations; and uniqueness coherency, unique features that distinguish the corporate brand over time (Morsing & Kristensen, 2002). They found that statements about corporate values should remain constant between stakeholders and throughout time. Similarly, Bhattacharya and Sen (2003) claim coherence in corporate identity is higher if organisations follow “distinctive corporate positioning strategies that are consistent over time” (p. 81). Contrarily, Morsing and Kristensen (2002) found that the point of difference of a corporate brand requires change over time to adapt to different elements of the environment. In their case study this environmental element was technology as the company moved to a paperless office with introduction of the computer. The time dimension is based on ‘private theories’, which includes the notion of the past, present, and future (Murphy & Medin, 1985). Private theories refer to an individual's unique knowledge, based

on past experiences and information exposure (Murphy & Medin, 1985). The extent to which a concept matches an individual's unique knowledge set, or schema, forms the bases for conceptual coherence (Mandler, 1984; Murphy & Medin, 1985). This research investigated the time dimension of CBC by examining the effects of brand repositioning through ad-brand congruence.

In reference to the stakeholder dimension, it appears to be important for branding communication to be consistent between stakeholders. For example, Shamma and Hassan (2011) argue that for a company to effectively deliver its brand promise, it must be aligned for both external and internal stakeholders. Similarly, Blombäck & Ramírez-Pasillas (2012) argue that the corporate brand identity needs to be aligned between different audiences. Several authors (e.g. Harris & De Chernatony, 2001; Jones, 2010; Morsing & Kristensen, 2002) distinguished between external and internal stakeholders. Corporate branding theory has opposed Stakeholder Theory by insisting on a consistent approach to communicating to all stakeholders (MacKenzie & Spreng, 1992). Jones (2010) argue stakeholders (internal and external) need to be brought together under the same vision, yet communication should be tailored for each stakeholder group. However, Morsing and Kristensen (2002) found that inconsistency between stakeholder interpretations, of statements expressing corporate values, can be incoherent provided corporate values, communicated to internal and external stakeholders, are consistent. Additionally, Schultz and Hatch (1997) emphasised the importance of balancing the brand focus between internal and external stakeholders. This research is consumer focused, and therefore, does not further explore the consistency of corporate branding between internal and external stakeholders. However, the importance of employees (internal stakeholders) as communicators of the corporate brand identity is discussed in the antecedents' section (Section 2.3.5).

Another dimension the corporate brand needs to be congruent on is between different geographical locations. This is derived from the integrated global marketing literature which supports the idea of global integration above between-country differences (Sheth & Parvatiyar, 2001). However, the corporate brand cannot always be consistent between locations as the brand needs to be adapted to the local culture and beliefs – consistent branding can be interpreted uniquely in different cultures. For example, Kay (2006) illustrates that consistent branding between countries does not mean a consistent brand image is conveyed, as the different cultural contexts create different brand meanings. Consequently,

some degree of flexibility is needed, yet coherence in the corporate branding between locations is crucial – the corporate brand should drive the local marketing strategy by providing the strategic orientation (Tarnovskaya et al., 2008). Several authors illustrate that international companies strive for global brand coherence. For example, Johnson & Johnson's strong global coherence resulted from integration between business units, which was based on the company's strong and shared cultural heritage (Bright & Manfredi, 1997). Research has also shown that different locations need to be aligned to ensure coherent communication of corporate brand values (Borgerson et al., 2009).

However, global companies increasingly have to balance global coherence with local adaptations to maintain a coherent brand image and making their brand suitable for different locations and cultural contexts at the same time (Bright & Manfredi, 1997). Consequently, it can be concluded that *consistency* between locations cannot be achieved as brand meaning will be interpreted differently between cultures. However, the literature indicates the importance of *alignment and coherency* between different locations in the corporate branding process. Therefore, there appears to be a need for coherency in the corporate brand between locations, yet the corporate brand might require subtle adaptations between locations. This research acknowledges that geographic congruence is a dimension of CBC, yet further implications of coherency on this dimension will need to be explored in future research.

The fourth dimension on which antecedents need to be congruent is between communication channels. This dimension is related to the popular marketing concept of integrated marketing communications. A case study on the Benetton Corporation, focusing on the United Colours of Benetton found that corporate values were expressed inconsistently between different communication channels, while congruency was needed to express ethical values (Borgerson et al., 2009). This dimension incorporates all communication channels, including different advertising media but also other forms of communication, as "brand communication is transmitted through a combination of vehicles rather than broadcast advertising alone" (Madhavaram et al., 2005, p. 73). This dimension refers to coherency in brand expression between different communication channels.

Overall, congruence is required on these four dimensions to create a coherent corporate brand.

2.3.5 *Antecedents of Corporate Brand Coherency*

As mentioned previously, this research proposes four antecedents to CBC. Each antecedent needs to be congruent on its own, between the other antecedents and on the aforementioned dimensions. This section provides the theoretical background to the four antecedents to CBC (visual brand identity, advertising congruence, behavioural congruence, and core value congruence).

2.3.5.1 Visual Brand Identity

The visual brand identity is concerned with congruence between branding elements, such as the name, symbol/logo, slogan, typography, colour etc., which is often a constant theme or pattern between branding elements. These branding elements (except the slogan) are also described in the literature as corporate visual identity, which is explored by Van den Bosch (2005), who say it is important to create ‘visual coherence’ between all these elements. The literature indicates that coherency between branding elements is essential to the creation of a ‘strong brand identity’ (Kocher et al., 2006). However, these brand elements are more readily understood by internal members of the organisation; hence, consumers require clarity in their connections (Vallaster & De Chernatony, 2006).

The theory of conceptual coherence is relevant to this antecedent, as the corporate visual identity is perceived congruent based on whether it makes sense with an individual’s knowledge of the world (Gasiorowska & Grochowska, 2012; Murphy & Medin, 1985). Elements of the corporate visual brand also need to be congruent to ensure that they are seen to belong to the same category, based on Quine’s ‘natural kinds’ theory (1977). Category coherence can refer to ontological categories (e.g. animals), similarities, as well as correlated attributes (Murphy & Medin, 1985). However, there has been a shift in thinking to that concepts are based on personal theories or private theories based on individual experiences (Gasiorowska & Grochowska, 2012; Medin, 1989).

Kocher, Czellar & Usunier (2006) examined the effect of coherency between the brand name and brand logo, and how this affects brand attitude. They found that consumers who had a high preference for consistency and a strong self-brand connection had a more favourable brand attitude with high coherency between the brand name and brand logo. The brand name and logo carry meaning about the brand (Klink, 2003). Brand meaning is better communicated when there is consistency between the brand name and the logo (Klink, 2003).

A coherent visual identity is achieved when brand elements are consistent or follow a consistent pattern over time, like the Shell logo, which has been adapted slightly, yet remains similar to its original of 1904 (Van den Bosch et al., 2005). Coca Cola is another example of a coherent visual identity, who have been using the same logo, wave, colour, and type face on each dimension of CBC (Van den Bosch et al., 2005).

For this antecedent, it is mainly important that the antecedent is congruent on its own; for example, that all branding elements work well together to create a coherent visual corporate identity. However, this antecedent needs to be congruent on its own, as well as with the other antecedents on all four dimensions. Out of these dimensions, the time dimension is the most important, as visual corporate identity needs to be consistent over time, like the Shell logo, for it to be recognisable by consumers (Van den Bosch et al., 2005). The other dimensions are less important, as brand elements are often consistent between different communication channels and geographical locations as well as being presented the same to different stakeholders.

However, the location dimension is not always consistent. Incongruence between locations can occur in two different ways. Firstly, that one or more of the brand elements vary between locations. For example, Unilever's ice cream 'Heartbrand' uses the same logo but different brand names in different markets, such as Streets (Australia/New Zealand), Walls (UK/Asia), Algida (Italy), Ola (South Africa/Netherlands) and Kibon (Brazil) (Edelman, 2009). Similarly, Burger King is called Hungry Jacks in some parts of Australia due to trademark rights (Terry & Forrest, 2007). Secondly, incongruence between branding elements can occur unintentionally because of cultural interpretation, as different cultures have different theories about the world (Murphy & Medin, 1985). There are also language factors; for example, a slogan or brand name can have a certain or neutral meaning in one country while it has a different meaning when this is directly translated. For example, Tiz razors were unsuccessful in Qatar as this colloquially referred to 'passing wind' (Dalgic & Heijblom, 1996).

2.3.5.2 Advertising Congruence

Advertising congruence refers to congruence in corporate advertising. Corporate advertising can be perceived incongruent if some elements of the advertisement do not match the consumer's brand schema, which is also referred to as brand image incongruity (Sjödén & Törn, 2006). Advertising congruence requires congruency between advertising elements and

all other antecedents on all dimensions. Advertising congruence can occur within the antecedent, whether the advertisement makes sense with the consumer's brand schema. This antecedent focuses on the advertised message variables (e.g. picture, wording, and theme) and how these work in relation to the brand, rather than how elements of the brand work together to form a coherent visual brand identity (discussed in previous section). Therefore, this antecedent differs from the visual corporate brand identity antecedent, which involves the coherency between *separate* brand elements. Dahlen and Lange (2004) acknowledge that congruency in advertising is determined by the brand message (visual brand identity) and the advertised message (execution). Advertising congruence refers to a congruency in all branding communication, but also involves an alignment between the visual brand image and the content of brand communication.

Incongruence in advertising has also been referred to in the literature as information incongruency, which refers to information that is not consistent with expectations or the brand schema (e.g. Braun-LaTour, Puccinelli, & Mast, 2007). Specifically, advertising congruency which has been explored in the literature and includes picture-word consistency or picture-information congruency (Heckler & Childers, 1992; Houston et al., 1987; Lee & Mason, 1999), music-ad incongruency (MacInnis & Park, 1991), product features-product category incongruency (Campbell & Goodstein, 2001; Meyers-Levy & Tybout, 1989), theme-picture incongruency (Heckler & Childers, 1992), and congruency between viewers' expectations and the ad (e.g. Alden, Mukherjee, & Hoyer, 2000). Research showed that "coherent construction is one of the most important determinants of the effectiveness of the advertisement" (Gasiorowska & Grochowska, 2012, p. 2).

Many of the studies that examine advertising congruence incorporate Mandler's (1982) Schema Incongruity Theory, which builds on Schema Theory but states that moderately incongruent advertising can be more persuasive, as it enhances information processing (Srivastava & Sharma, 2012). Consequently, the advertising literature shows that incongruity can be used in ads to cut through the clutter and still create favourable attitudes in certain conditions (Braun-LaTour et al., 2007; Dahlén et al., 2008; Lalwani, Lwin, & Ling, 2009; Lange & Dahlén, 2003; Lee & Mason, 1999). Research includes Schema Incongruity Theory to show moderate incongruent advertising can still yield favourable attitudes. For example, research shows that high brand familiarity could result in positive attitudes with incongruent advertisements (Dahlén & Lange, 2004; Dahlén et al., 2008; Lange & Dahlén, 2003).

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Furthermore, Braun-LaTour et al.'s (2007) work showed that positive moods allow for better comprehension of incongruent information. Repetition of advertisements of incongruent brand extensions was found to lead to more positive evaluations of incongruent brand extensions (Lane, 2000). However, most findings indicate congruent advertisements lead to increased attitudes, recall, and positive emotions (Gasiorowska & Grochowska, 2012; Houston et al., 1987; Moorman et al., 2002), yet overall findings have been inconsistent (Lee & Schumann, 2004). This research approaches advertising incongruence as a determinant of perceived incoherencies regarding the corporate brand.

Furthermore, this antecedent is expressed in the literature as consistent/coherent messaging (e.g. Einwiller & Will, 2002), coherent communications (e.g. Blombäck & Ramírez-Pasillas, 2012), and strategic consistency (Madhavaram et al., 2005). Corporate branding can be seen as a tool to coherently define the corporate brand identity and create consistent messages (Wæraas, 2008). In corporate branding, it is important to speak in 'one voice' to achieve coherence (Morsing, 2006). Coherency in corporate brand communication assists in creating consistent images of the company in the minds of consumers, which is needed to successfully communicate the corporate brand (Kay, 2006). The effects of consistency in messages are moderated by brand familiarity – familiar brands can benefit from moderate consistency (Delgado-Ballester, Navarro, & Sicilia, 2012). Similarly, Peracchio and Tybout (1996) examined the role of prior knowledge for schema-based product evaluation and found that, with limited knowledge, moderate incongruence yielded positive evaluations. The level of congruity did not affect brand evaluations when consumers possessed elaborative knowledge.

However, the literature suggests that strategic consistency, the coordination of branding communication, is needed to deliver effective messages (e.g. Madhavaram, Badrinarayanan, & McDonald, 2005). Morsing (2006) identifies that a monolithic brand strategy, which involves delivering consistent and coherent corporate brand messages, is most suitable for corporate branding. Coherency in brand expression is achieved when all brand communication is aligned to communicate one message, as this is stronger and clearer than multiple messages (MacKenzie & Spreng, 1992). Moreover, Blombäck and Ramírez-Pasillas (2012) claimed the success of the corporate brand is based on homogeneous and coherent communications.

Coherence in advertising has several benefits for corporate branding. When corporate brand communication is integrated, the messages are perceived as more credible (Jones, 2010).

Apart from increased credibility, organisation also benefit from clear and consistent messages as they help to align the organisation (Shamma & Hassan, 2011). Furthermore, the literature suggests that congruency in stakeholder messaging can be achieved through a stronger integration of internal units (Einwiller & Will, 2002). However, (identity) coherence is also affected by the number of communicators, as there is a greater chance for conflicting information (Bhattacharya & Sen, 2003).

Apart from integration between messages, advertising congruence is achieved if brand communication is aligned with the corporate brand identity (Borgerson et al., 2009). While many authors talk about message consistency, congruence would be a better term – companies should aim for congruence between messages and the alignment of branding communication with the corporate brand identity. For example, Ind (1997) argued that an integrated communication strategy is about a coherent plan for communication based on the corporate brand identity rather than consistent messages. The corporate brand should be clearly and coherently communicated based on a main brand identity (Wæraas, 2008).

2.3.5.3 Core Value Congruence

Core value congruence refers to the alignment between organisational core values, which is central to corporate branding (Burghausen & Fan, 2002). It is important that core values are congruent with each other and all other branding activities; core values should be congruent with the other antecedents on all dimensions. Burghausen and Fan (2002) emphasized the importance of a brand promise and reality is consistent over time. This antecedent is developed from the corporate branding literature's focus on alignment between core values (De Chernatony, 2002; Hatch & Schultz, 2003; Jones, 2010; Wæraas, 2008) as well as from the CSR literature's concept of 'perceptions of fit' (e.g. Becker-Olsen, Cudmore, & Hill, 2006). A strong corporate brand is created if it is based on one coherent 'body', where values, identities, corporate communications, and corporate brand expression are all congruent with each other (Wæraas, 2008).

This antecedent is built on the notion that corporate values should be aligned to create a coherent corporate brand image – they need to make sense together (De Chernatony, 2002). The CSR literature indicates the importance of consistency and a coherent 'fit' in the alignment of corporate communication with corporate identities, values and operations (Borgerson et al., 2009; Stuart, 2011). Furthermore, corporate values, such as CSR or

sustainability, are best leveraged when they are consistent with corporate communications, vision and internal operations (Borgerson et al., 2009). However, this consistency refers more to congruency and a general fit of values to create a brand that functions as a logical whole. This is reinforced by Borgerson (2009) who concludes that socially responsible business efforts should be consistent with each other, while they should be coherent with corporate values and identities. Sustainability can be seen as a core value that needs to be aligned with the organisation's other core values; however, this could also refer to any other core value that creates its own unique brand positioning.

This notion of coherency is present in the CSR literature as the concept of 'perceptions of fit', which can be defined as the perceived link between the cause and the company's product offering, brand image, position and/or target market (Becker-Olsen, Cudmore, & Hill, 2006). Consequently, the 'perceptions of fit' concept refers to an alignment between a company's efforts regarding a core value (such as CSR efforts) and their corporate identity. Research shows that the level of 'fit' has an important impact on consumers' reactions to CSR; a low perceived fit was found to negatively affect consumer behaviours, intentions and attitudes (Becker-Olsen et al., 2006). The notion of 'fit' has also been explored in the corporate branding literature in regards to brand extensions and found that perceived fit between product classes increased consumer attitudes (Aaker & Keller, 1990).

This antecedent is based on the theory that corporate identities can be expressed in the form of corporate values (De Chernatony, 2002). Organisations can have multiple or 'parallel' identities for different core values, that together form an overall corporate image (e.g. Balmer, 2012; Jones, 2010; Wæraas, 2008). However, a coherent corporate brand identity is only achieved when there is alignment between all the 'parallel' organisational identities (R. Jones, 2010). Consequently, the corporate brand must include and be coherent with all organisational identities (Blombäck & Ramírez-Pasillas, 2012).

The importance of the alignment of organisational identities to the coherency of the corporate brand is found throughout the corporate branding literature. There is a need for alignment between different organisational identities and the corporate brand identity to create a coherent corporate brand (Blombäck & Ramírez-Pasillas, 2012). There are arguments that one common identity as a base corporate brand is more comprehensible for consumers, while multiple identities might be more appealing to different groups of consumers (Jones, 2010; Wæraas, 2008). However, corporations are encouraged to draw on all identities when

developing their corporate brand identity, as the brand is more likely to succeed and be coherent if the corporate brand incorporates all notions of the corporate identity (Blombäck & Ramírez-Pasillas, 2012). It is important that these notions of identity, also known as separate corporate identities, are aligned for the brand to make sense as a coherent whole (e.g. Balmer & Gray, 2003; Jones, 2010). Bhattacharya and Sen (2003), for example, look at how different traits of the company fit together and refer to this as identity coherence. If the corporate identity is perceived as coherent, it is easier for consumers to comprehend and relate to that identity (Whetten, 2006).

Another field of research that has explored the effects of core value congruence is the literature that focuses on the congruence of brand extensions. Specifically, research has examined the level of fit between the existing brand and the extension based on the brand's core values and consumer brand schema (e.g. Dawar & Anderson, 1994; Laforet, 2008; Lane, 2000; Lau & Phau, 2007; Martin et al., 2005; Srivastava & Sharma, 2012). Direction and distance of the brand extension needs to be considered – a consistent direction for brand extensions was found to lead to greater coherence and increase purchase intentions (Dawar & Anderson, 1994). Lau and Phau (2007) examined brand personality fit and found that brand extensions with either congruent and moderately incongruent brand personality dimensions led to stronger perceived brand personality fit. Furthermore, Martin et al. (2005) found that the perceived similarity of shared goals between a parent brand and brand extension facilitates the transfer of affect and knowledge from the parent brand to the extension. Finally, it has been found that moderate incongruent extensions were perceived the most positive evaluations, which aligns with Mandler's Schema Incongruity Theory (Srivastava & Sharma, 2012).

Furthermore, core value congruence is relevant to the CSR literature and the notion of adopting a CSR identity as part of the corporate brand identity. Specifically, the 'perception of fit' concept can be interpreted to refer to the alignment between different corporate identities. CSR efforts are more effective if they are highly aligned to corporate values and identity. More positive consumer reactions, including consumer attitude and purchase intentions, were spurred when CSR efforts were value driven and integrated into the organisation's core ideology (Ellen et al., 2006). It is important that a communicative coherence exists between all aspects of the corporate identity (Borgerson et al., 2009). Stuart

(2011) stresses the importance of aligning the organisation's sustainable identity with its other identities, for sustainable corporate branding, to develop a coherent brand promise.

2.3.5.4 Behavioural Congruence

Behavioural congruence refers to congruence between the organisational behaviour and other branding efforts (expressed through other antecedents), as well as congruence between all the organisational activities and congruence between employee behaviour and corporate brand.

From the literature, it can be derived that the congruence between organisational behaviour and other branding efforts (including the positioning or brand promise) affects the perceived coherency of the corporate brand. For example, it needs to be acknowledged that consumers have a need for coherence between organisational promises and behaviour (Morsing & Kristensen, 2002). In corporate branding it is important that organisational activities are integrated in a coherent framework to convey the corporate values (De Chernatony, 2002). It is especially important that organisational behaviour matches its corporate brand identity to develop a coherent corporate brand when the corporate brand adopts ethical values (Borgerson et al., 2009). Wagner, Lutz and Weitz (2009) developed the concept of corporate hypocrisy, "the belief that a firm claims to be something that is not" (p. 79) and found that increased hypocrisy negatively affects consumer attitudes about the firm. Consequently, it is clear that corporate brand coherency is affected by the congruency between organisational claims or communicated identity and its behaviour.

Apart from behaving in line with the other antecedents, the organisation needs to make sure that separate behaviours are consistent with one another. It is important for the organisation to behave consistent, as inconsistent activities could weaken the core values and damage the corporate brand identity (De Chernatony, 2002). The literature argues that homogeneity and coherency between corporate behaviours means the corporate brand is more likely to succeed (Blombäck & Ramírez-Pasillas, 2012). Wansink and Ray (1996) investigated the congruence between a proposed new behaviour and existing behaviour and found that behaviours framed as complementing were more effective at influencing behaviour and creating stronger attitudes. Similarly, Morsing (2006) says aligning organisational activities is important in the corporate branding process as this increases the coherence of the corporate brand. Overall, it is clear that separate organisational behaviours need to make sense respectively to one another.

Corporate brand values “require total organisational commitment, especially on the part of personnel. All facets of organisational life should be congruent with these values” (Balmer & Gray, 2003, p. 980). It is important to consider that employee behaviour communicates the corporate brand identity (e.g. Harris & De Chernatony, 2001). Consequently, it is important for employee behaviour to be congruent with the corporate brand identity. Employee behaviour directly affects perceived organisational behaviour and identity as employees are the enactment of the corporate brand; they co-create the corporate brand (Borgerson et al., 2009).

To build a stronger corporate brand image, organisations need to communicate a coherent brand identity to employees to ensure employee behaviour successfully reinforces, rather than opposes, the corporate brand identity (Borgerson et al., 2009; Harris & De Chernatony, 2001; Petty & Cacioppo, 1986a). Specifically, it is important that employee behaviour aligns with the communicated brand promise as “brand success can be improved if the brand promise that is communicated through mass media campaigns is lived up by each employee of the company” (Henkel, Tomczak, Heitmann, & Herrmann, 2007, p. 310). Consequently, there is a need for behavioural branding, which refers to “brand consistent employee behaviour” (Henkel et al., 2007, p. 310).

Furthermore, it is argued that employees’ values should be congruent with the brand’s core values (De Chernatony, 1999). The implementation of the corporate brand can affect employee commitment and behaviour (Morsing, 2006). Vallaster and De Chernatony (2006) argue it is the leader’s responsibility to coherently define and drive the corporate brand identity to employees to ensure their behaviour is aligned with the corporate brand. Corporate culture highly affects employee behaviour; hence, there is a strong need for the corporate culture to be aligned with the corporate brand identity (Petty & Cacioppo, 1986a; Vallaster & De Chernatony, 2006). In summary, the literature shows the importance of effective internal corporate branding to stimulate employee behaviour that is congruent with the corporate brand to ensure CBC.

2.4 PERSUASION AND ATTITUDE CHANGE

This section explores the persuasion and attitude change literature. First, an introduction to the persuasion and attitude literature covers the definition of attitudes and the difference

between attitude change and formation. The following sections provide an overview of the popular theories used in attitude formation, change, and attitude-behaviour consistency, respectively. Furthermore, there is a section that focuses on studies looking at source, message, recipients, channel, and context variables that affect persuasion. Finally, this section explores the two-sided message literature, which is a persuasion technique that has received significant attention in the advertising literature. Studies exploring attitude change using the Elaboration Likelihood Model (ELM) are explored in Section 2.5.

2.4.1 Introduction to Persuasion and Attitudes

Attitudes and persuasion is a topic which has received considerable interest by social psychology scholars and remains of importance in current and future research (Crano & Prislin, 2006). Research on attitudes dates back to Thurstone's (1931) arguments that attitudes reflect the affective reaction people have towards an object. Since, however, the term affect has been distinguished from the term attitude and refers to the overall evaluation of favourability of an attitude object (Ajzen, 2001).

A distinction needs to be made between the processes of attitude formation and attitude change, yet the difference is often blurred in the literature (Crano & Prislin, 2006). For example, Petty and Cacioppo (1986b) present the ELM as an attitude change theory, while Meyers-Levy and Malaviya (1999) use the ELM in their framework for attitude or judgement formation. Attitude formation refers to the activation of evaluation towards a psychological object, while attitude change refers to a change to this evaluation (Ajzen, 2001; Petty & Wegener, 1998).

Traditionally, attitudes were viewed as "dispositions to evaluate psychological objects" (p. 29) meaning people would only have one attitude towards each object at one point in time (Ajzen, 2001). However, based on the theory of dual-attitudes, people hold dual attitudes (explicit and implicit) about the same attitude object (Wilson, Lindsey, & Schooler, 2000). Consequently, attitude change refers to attitude formation of a stronger attitude, which overrides the existing attitude (Wilson et al., 2000). If individuals hold multiple attitudes about the same object, the more prominent attitude dependent on the situation will be activated (Ajzen, 2001; Wilson et al., 2000). This analogy blurs the lines between attitude change and attitude formation further.

2.4.2 *Attitude Formation Theories*

Theories of attitude formation include the theory of mere exposure, which states that attitudes can form ‘below conscious awareness’ (Crano & Prislin, 2006; Zajonc, 1968). The use of repetition in attitude formation has been explored in the literature. For example, Cacioppo and Petty (1979) examined the effects of message repetition on attitudes and cognition, and found that message repetition increased topic irrelevant thinking. Furthermore, they found that repetition first led to increases and then decreasing support for the presented arguments (Cacioppo & Petty, 1979). Similarly, counter argumentation first decreased and then increased with repetition and repetition increased topic-irrelevant thinking (Cacioppo & Petty, 1979).

Furthermore, there are the multi-attribute models of attitude formation, where the idea is that attitudes are formed based on the evaluation of each attribute (Mazis, Ahtola, & Klippel, 1975). There are four multi-attributes models found in the literature: the Expectancy-Value Approach, Rosenberg’s model, Fishbein’s Model, and the Adequacy-Importance Model (adoption of both the Rosenberg and the Fishbein models) (Mazis et al., 1975). All multi-attribute models are based on the same premise – that attitudes are formed based on beliefs regarding attributes of the attitude-object; these beliefs are based on a separate evaluation of each attribute (Ajzen, 2001; Fishbein & Ajzen, 1974).

Meyers-Levy and Malaviya (1999) propose an integrative framework of attitude formation and persuasion, where they use the dual-process models as their foundation. They extend the idea of dual process models, by using “experiential processing strategy” (p. 46) as well as the process of judgement correction (Meyers-Levy & Malaviya, 1999). Originally, however, the dual-process models were seen as theories of attitude change. Other attitude formation theories include consistency theories, such as Cognitive Dissonance Theory and evaluative conditioning (Crano & Prislin, 2006).

2.4.3 *Attitude Change Theories*

There are several attitude change theories, such as the cognitive response model of persuasion, Resource Matching Theory, and Social Judgement Theory (Meyers-Levy & Malaviya, 1999; Siero & Doosje, 1993). This research focuses on the dual-process models of attitude change.

Dual-process models of attitude change are concerned with information processing and state that there are two routes to persuasion. The most prominent models are Chaiken's (1980) Heuristic-Systematic Model and Petty and Cacioppo's (1986a, 1986b) ELM. These separately developed models explore the process of persuasion in similar ways; both highlight that involvement affects information processing (Chaiken, 1980; Wang & Chen, 2006). Both theories state that messages are either processed carefully and rationally - the systematic route for the HSM and the central route for the ELM (See Section 2.5 for details on the ELM) - or based on cues rather than the argument content – heuristic route for the HSM and peripheral route for the ELM (Chaiken, 1980; Petty & Cacioppo, 1986b). Dual-process models are widely accepted in the literature; however, they have been challenged by Kruglanski's (1999) unimodel of persuasion. The unimodel states that the effects of source and message are formed by a single cognitive process, while still acknowledging the importance of motivation and ability in the persuasion process.

2.4.4 Persuasion Variables and Attitude Change

The persuasion literature shows that different variables (such as recipient, message, and source) affect persuasion and attitude change. The effect of these variables is situation dependent – what works in one situation to change the attitude does not necessarily work in another (Petty & Cacioppo, 1986b). This section explores some of the research based on these variables.

Recipient Characteristics

There are many recipient conditions that have been found to affect persuasion. Involvement or personal relevance is found to be a fundamental moderator of the persuasion process (e.g. Park et al., 2007). For the aforementioned dual-process models, involvement affects how the message is processed, and moderates persuasion (Petty et al., 1983). Johnson and Eagly (1989) suggested that attitude change depends on the different types of involvement (value-relevant, outcome-relevant and impression-relevant) activated by the recipient's self-concept. Other recipient's variables that affect persuasion include Need for Cognition (Cacioppo & Petty, 1982), mood (Petty, Schumann, Richman, & Strathman, 1993), and prior knowledge (Maheswaran & Meyers-Levy, 1990).

Source Characteristics

There are several source characteristics that influence persuasion. Source credibility, used in the research in this thesis, has an important effect in the persuasion process (see Section 2.5.3). Closely linked to source credibility, is the use of spokespersons in persuasion. Using the right spokesperson can increase ad recall (Stafford, Stafford, & Day, 2002), message acceptance (Priester & Petty, 2003), as well as increase attention and persuasion effects (Fabrigar, Priester, Petty, & Wegener, 1998). Furthermore, whether the message comes from the recipient's in-group or out-group is important for attitude change as in-group messages are more likely to be accepted than out-group messages (Mackie 1992). Consequently, this needs to be considered when selecting a spokesperson. Finally, the effect of majority and minority groups on attitude change has been investigated in the psychology literature. Mackie (1987), for example, found that people were persuaded by the majority as respondents increased processing of the information supported by the majority, while the minority group's opinion did not have this effect on message processing.

Message Characteristics

One important message variable previous studies have focused on is argument quality, which is considered the most important aspect of informational influence in attitude formation (Petty & Cacioppo, 1986b). Argument quality refers to argument strength and argument valence and specifically affects persuasion when elaboration is high (Areni & Lutz, 1988; Petty & Cacioppo, 1986b). Another message factor which affects persuasion is argument quantity (e.g. Petty & Cacioppo, 1984a), which is used in this research as a peripheral cue (see Section 2.5.4). Comprehensibility of the argument affects the acceptance of conclusion – when the conclusion is less likely to be accepted if arguments are harder to understand (Eagly, 1974). Furthermore, message content has been explored based on the focus of the message (attribute or image) and shows that attribute focus is more favourable if the context relates to the product, while image is more favourable when the context is unrelated (Malaviya, Kisielius, & Sternthal, 1996).

Comparative advertising is an advertising technique that manipulates message content and is found to yield favourable attitudes for consumers with high affective involvement (Putrevu & Lord, 1994). Another message content factor is the presence of sponsorship messages – for online messages, sponsored content was found to be more persuasive than banner ads (Tutaj

& van Reijmersdal, 2012). Furthermore, messages can contain ethnic primes, “a visual or verbal cue that draw attention to ethnicity” (Forehand & Deshpandé, 2001, p. 336), which leads people to respond more favourably to messages targeted at their ethnicity. The visual components of the message are also important to consider in persuasion. Mitchell (1986) found that positively viewed photographs (affect-laden) can directly influence attitude-towards-the-ad and brand attitudes, without forming any product attribute beliefs.

Message sidedness is a message content variable to alter consumer attitudes, which is explored in this research. An overview of the message sidedness literature is provided in the next section.

Context Characteristics

Several contextual factors to persuasion have been explored in the literature. This includes the effect of optimal-time of the day exposure to persuasive messages and attitude change, which increased message congruent thinking (Martin & Marrington, 2005). Furthermore, the effect of culture orientation (collective vs. individualistic) on persuasion has been explored; cultural orientation affects how message cues are interpreted, which could explain a difference in persuasion between different culture (Aaker & Maheswaran, 1997). Furthermore, Allen, Machleit and Kleine (1992) found that emotions can be used to form meaningful attitudes when this is inhibited by situational factors.

2.4.5 Message Sidedness and Persuasion

Message sidedness or the use of two-sided as opposed to one-sided messages, is a persuasion technique that has been studied by marketers for several decades. Research dates back to 1949 with Hovland, Lumsdaine and Sheffield’s (1949) work, who found that two-sided messages are more persuasive if the audience initially opposes the advertiser’s message. The premise behind using two-sided messages, or a two-sided advertising appeal, is that it provides consumers with a two-sided argument to the advertised message, which should give it more credibility and be viewed more favourably (Eisend, 2006). Another reason to use a two-sided message is that persuasive arguments that use a two-sided appeal can be more resistant to counter persuasion (Kamins & Assael, 1987b). Results on the effectiveness of two-sided messages vary; there are many different factors, message structure variables and context factors, affecting their effectiveness (Eisend, 2006). Earl and Pride (1980), for

example, found that using two-sided messages did not increase advertisement informativeness and product feature awareness. Conditions under which two-sided messages are best used are still being explored – making it a topic of interest for the 21st century (e.g. Kao, 2012).

As mentioned previously, results showing the effectiveness of two-sided messages show consistencies and inconsistencies. Findings have been consistent in that two-sided messages are found to increase credibility (e.g. Golden & Alpert, 1987; Kamins & Marks, 1987); increase attitude resistance from attack (e.g. Kamins & Assael, 1987b); and reduce counter arguments (Kamins & Assael, 1987b; Swinyard, 1981). However, research has been inconsistent to whether two-sided message lead to increased attitude towards the ad, brand attitude, and purchase intentions (Crowley & Hoyer, 1994; Eisend, 2006). Message structure variables, alongside varying methodologies and inconsistent theory, can be the reason for the inconsistencies in results (Crowley & Hoyer, 1994).

Message structure variables that need to be taken into consideration include: amount of negative information, presence of a refutation statement, importance of negative attributes, prior attitude, placement of negative information, voluntariness of disclosure of negative information, recipients awareness of negative info, correlation between desirable and undesirable attributes, and credence attributes (Crowley & Hoyer, 1994; Eisend, 2006). For example, Pechman (1992) found that two-sided messages can lead to stronger arguments, increased purchase intention and positive attitudes about positive brand attributes if this brand attribute is correlated with the negative attribute highlighted in the message. Eisend's (2006) meta-analysis shows that two-sided messages are an effective persuasion tool for increasing source credibility, reducing negative cognitions and increasing brand attitudes and purchase intentions, provided that message structure variables are taken into account.

Furthermore, previous studies have explored the moderating and mediating effects of other variables on the relationship between message sidedness and consumer confidence, purchase intention and attitude towards the brand. Chebat and Picard (1985) found that two-sided messages indirectly, as well as directly, affect consumer confidence through involvement and price. Jalnawala and Wilkin (2007) found an interaction effect between message sidedness and argument type. Rucker, Petty and Brinol (2008) found that Need for Cognition and category knowledge moderate the effect of two-sided messages on attitude certainty.

Moreover, high Need for Cognition was found to lead to more favourable attitudes from two-sided messages, especially when time pressure was low (Kao, 2011).

There are a number of studies which have investigated the persuasive qualities of refutational two-sided messages versus non-refutational two-sided messages (e.g. Hale et al., 1991; Kamins & Assael, 1987b). Refutational two-sided messages are messages that challenge the opposing arguments (Hale et al., 1991). For example, Kamins and Assael (1987b) found that a refutational two-sided appeal led to more supportive arguments than a one-sided appeal. Furthermore, Allen's (1991) meta-analysis shows that two-sided messages are only more effective than one-sided messages if the two-sided message refutes opposing arguments. Hale et al. (1991) tried to explain the persuasiveness of refutational two-sided messages over non-refutational messages by looking at when cognitive reactions occur in the processing of persuasive messages. Overall, O'Keefe's (1999) meta-analysis suggests that the use of refutational two-sided messages in persuasive communication is more effective than one-sided persuasion.

The effect of two-sided messages is explained in the literature using three different theoretical approaches: Attribution Theory, Optimal Arousal Theory, and Inoculation Theory. Consumers can attribute advertisers' claims to wanting to sell their product; however, when including negative information consumers are more likely to believe the advertiser is making an honest claim (Eisend, 2006). Consequently, Attribution Theory, in relation to two-sided messages, is related to increased source credibility (Eisend, 2006, 2007). Attribution Theory is the most commonly used theory in research regarding two-sided persuasion (e.g. Golden & Alpert, 1987; Kamins & Assael, 1987b; Kamins et al., 1989; Kamins & Marks, 1987). Alternatively, two-sided messages can be seen as novel and increase attention and motivation to process the message according to Optimal Arousal Theory (Crowley & Hoyer, 1994; Eisend, 2006). This was the explanation used by Crowley (1994) to explain inconsistencies in findings, yet has not directly been tested by empirical studies. Furthermore, McGuire's (McGuire, 1961, 1964) Inoculation Theory is applicable to refutational two-sided messages, as countering small attacks strengthens cognitions and decreases counterarguments, which leads to favourable consumer attitudes (Eisend, 2006; Szybillo & Heslin, 1973). Several studies apply Inoculation Theory to refutational two-sided messages (e.g. Etgar & Goodwin, 1982; Jalnawala & Wilkin, 2007; Kamins & Assael, 1987b). Inoculation, Optimal Arousal, and Attribution Theory are the three main theories in the two-sided persuasion literature.

However, other theories addressed include the Regulatory Fit Theory (Pierro et al., 2012), Regulatory Focus Theory (Kao, 2012), Narrative Persuasion Theory (Niederdeppe, Kim, Lundell, Fazili, & Frazier, 2012) as well as dual process theories, such as the Heuristic Systematic Model (Kao, 2011) and the ELM (Allen, 1991; Hastak & Park, 1990).

The ELM is not commonly used in the message sidedness literature, yet is explored by a few articles. Hastak and Park (1990) were the first to use the ELM to explain that a high involved audience has different cognitive reactions to two-sided messages, yet found that message sidedness regardless of involvement had no effect on brand attitude. Allen (1991) wanted to use the ELM to show that message sidedness is dependent on the recipient's motivation to process the message (favourableness towards the topic). However, their results were inconsistent with the ELM showing that two-sided messages were more persuasive regardless of the favourability of the audience, supporting the Discounting Hypothesis (which assumes persuasion is based on a reaction to message content) (Allen, 1991). Furthermore, Hale, Mongeau and Thomas (1991) did not focus on the ELM, but results from the meta-analysis show two-sided messages with refutation increases argument strength and consequently, suggested that future studies should investigate the function of message sidedness as a central cue. Eisend (2007) suggested that the ELM needs to be combined with existing theory to create better models to explain the effects of two-sided messages.

A commonly mentioned benefit of using two-sided messages is that they lead to positive judgments regarding the credibility of the communicator (Bohner, Einwiller, Erb, & Siebler, 2003; Kamins et al., 1989; Kamins & Marks, 1987) as well as increasing claim credibility (Swinyard, 1981). As previously mentioned, this is based on Attribution Theory, where recipients will attribute positive arguments with the communicator's intention to sell and the unexpectancy of opposing information results in the communicator being perceived as more sincere (Hunt & Kernan, 1984). Consequently, using a two-sided advertising appeal can result in increased credibility of the advertiser or source (Bohner et al., 2003). The relationship between negative information and source credibility is complex and involves other message structure variables (Eisend, 2006). Smith and Hunt (1978) found that product claim attributions mediate the effect of two-sided messages on credibility. Increased credibility should strengthen the persuasive arguments made by the communicator and have a positive effect on attitudes; however, Bohner et al. (2003) found that communicator credibility did not lead to more favourable judgments. Contrarily, Eisend (2007) claimed

source credibility can act as a peripheral cue and earlier found that two-sided advertising did lead to favourable attitude towards the brand, but not towards the ad (Eisend, 2006).

Within the social marketing field, there are several studies which investigate the effectiveness of two-sided messages in affecting behavioural intentions. Pierro et al. (2012) tested the effectiveness of two-sided messages in changing driving behaviour, while taking into account the effects of assessment versus locomotion orientation. They found that two-sided messages were only more effective in changing driving intentions for respondents that were high in assessment orientation, as they were found to have a stronger engagement with the persuasive message. Furthermore, an interaction effect between persuasive narratives (individual vs. community) and message sidedness was explored in persuasive messages for seeking support for a policy to address obesity (Niederdeppe et al., 2012). These studies show that two-sided messages can be effective when changing behavioural intentions and attitudes within the social marketing, yet are dependent on personal attributes (e.g. assessment versus locomotion orientation) or message attributes (e.g. persuasive narrative used).

As previously mentioned, the amount of negative information is a message structure variable which affects the effectiveness of two-sided messages (Eisend, 2006). Consequently, the message sidedness literature is constantly exploring what amount of negative information is most effective. Crowley and Hoyer (1994) suggest this amount should be moderate, rather than trivial, and indicate that 40% would be the maximum threshold for the two-sided messages to have a positive effect on source credibility and consumer attitudes. Increased amounts of negative information have a positive effect on source credibility, while negatively affecting attitudes (Eisend, 2006). Negative information should be regarding an insignificant product attribute to avoid damaging effects (Crowley & Hoyer, 1994). The importance of the negative information is an important factor that will determine the amount of negative information (Eisend, 2006). Eisend (2006) found there to be a curvilinear relationship between the amount of negative information and attitude towards the brand. The effect of the amount of positive claims in two-sided messages was investigated by Golden and Alpert (1987). There is a need for a study which incorporates the ELM and considers the different number of arguments for different involvement levels (Eisend, 2007). In this research, argument quantity is used for the number of positive arguments in two-sided messages.

Additionally, there is a stream of research that investigates two-sided messages as disconfirmed expectancies (Hunt & Kernan, 1984; Pyszczynski & Greenberg, 1981). A

message disconfirms recipient's expectations when the communicator adds a negative argument – an argument that argues against their own position (Hunt & Kernan, 1984). Research shows that disconfirmed expectancies lead to greater messages acceptance and cognitive processing (Hunt, Domzal, & Kernan, 1981; Pyszczynski & Greenberg, 1981).

2.5 ELABORATION LIKELIHOOD MODEL (ELM) OF PERSUASION

This section explores the ELM, the persuasion theory used as the basis for this research. First, this section will introduce and explain the ELM from a theoretical perspective. Second, this section explores consumer behaviour studies built upon the ELM. Third, there is a section on the credibility literature, which is followed by a section on argument quantity literature.

2.5.1 The Elaboration Likelihood Model Explained

The ELM, as previously mentioned, is Petty and Cacioppo's dual process theory, which is commonly used in the persuasion literature. Petty and Cacioppo (1986a) claim that many earlier persuasion theories can be placed along the elaboration likelihood continuum; at the high end could be McGuire's (1964) Inoculation Theory, Cognitive Response Theory, Information Integration Theory and the Theory of Reasoned Action. Alternatively, theories such as classical conditioning, mere exposure, Attribution Theory, Heider's Balance Theory do not use careful elaboration of issue-relevant information (Petty & Cacioppo, 1986a). The ELM is used to describe attitude change based on explicit exposure to persuasive communications; however, it can be used as a general theory to predict attitude change (Petty & Cacioppo, 1986a, 1986b).

Petty and Cacioppo (1986a, 1986b) theorised that persuasion occurs on two pathways (the central or peripheral route), which are based on the extent that the recipient elaborates the persuasive message. Elaboration refers to "the extent to which a person carefully thinks about issue-relevant information" (Petty & Cacioppo, 1986a, p. 7) and can occur on a continuum from "no thought about the issue-relevant information presented, to complete elaboration of every argument, and integration of these into the person's attitude schema" (Petty & Cacioppo, 1986a, p. 8). However, for theoretical purposes, elaboration is simplified to high and low, which each has its own routes to persuasion (Petty & Cacioppo, 1986b). The theory depicts that ability and motivation affect the level of elaboration and hence affects the way

persuasion occurs (Petty & Cacioppo, 1986b). High motivation and ability will allow an individual to engage in “issue relevant thinking” meaning the “elaboration likelihood” is high (Petty & Cacioppo, 1986b, p. 128). High elaboration leads to persuasion via the central route, which is based on rational information processing. The quality of the information presented is accessed when persuasion occurs on the central route, which highlights the importance of argument quality (Petty & Cacioppo, 1986b). However, the ELM is founded on the assumption that people only engage in effortful processing when absolutely necessary (Priester & Petty, 1995). Consequently, the route of low elaboration is often taken, where persuasion occurs on the peripheral route. On this route, the recipient does not carefully evaluate the information, but instead forms their attitudes based on contextual cues, such as source credibility, argument quantity, music, and visual salience (Petty & Cacioppo, 1986b).

According to the ELM, attitude change is indirectly affected by situational and dispositional factors, which each affect motivation and/or ability and consequently, the level of elaboration and then persuasion (Cacioppo, Petty, Kao, & Rodriguez, 1986). Motivation and ability are based on three levels: recipient, message, and contextual factors (Petty & Cacioppo, 1986a). Motivation refers to the conscious effort the individual is willing to put into processing the message (Petty & Cacioppo, 1986a). A motivational message factor would be the personal relevance (or involvement) of the message topic, which is seen as the most important motivational factor and commonly used in ELM based studies (Petty & Cacioppo, 1986a). Individual motivation factors include personal responsibility and Need for Cognition (Petty & Cacioppo, 1986a, 1986b). Furthermore, contextual motivational factor includes whether the recipient is aware of the persuasive intent of the communication (Petty & Cacioppo, 1986a). Ability refers to the ability to process the message and ability factors affect how the message is processed without conscious effort (Petty & Cacioppo, 1986a). Message ability factors include the comprehensibility of the message and message modality (Petty & Cacioppo, 1986a). Individual ability factors include prior knowledge on the message topic (Petty & Cacioppo, 1986a). Additionally, contextual ability factors include distraction and repetition as well as the “nature of cognitive processing” (Petty & Cacioppo, 1986b, p. 126), which refers to factors like initial attitude and argument quality, affects the persuasion process.

The ELM is based in seven assumptions (Petty & Cacioppo, 1986a). The first assumption covers underlying motivation of attitude change and states that “people are motivated to hold correct attitudes” (Petty & Cacioppo, 1986a, p. 6), which refers to people judging and

adapting their attitudes based on a variety of correctness standards (Petty & Cacioppo, 1986a).

The second assumption explores variation of the level of elaboration and states that “although people want to hold correct attitudes, the amount and nature of issue-relevant elaboration in which they are willing or able to engage to evaluate a message varies with individual and situational factors” (Petty & Cacioppo, 1986a, p. 6). This assumption is based on assumption one and claims that the best way for people to achieve correct attitudes is by engaging in high elaboration, yet not always possible due to varying levels of effort the individual is willing/able to put in (Petty & Cacioppo, 1986a).

The third assumption explores how different persuasion variables affect persuasion and states that the amount and direction of attitude change is affected by persuasion variables; persuasion variables can serve as persuasive arguments, peripheral cues or affect the level and direction of elaboration. These variables include message, source, recipient, channel, or context variables and are categorised in terms of argument quality, peripheral cues and message elaboration (Petty & Cacioppo, 1986a).

The fourth and fifth assumptions are closely related as they explore the difference between (relatively) objective and (relatively) biased elaboration. The fourth assumption states that “variables affecting motivation and/or ability to process a message in a relatively objective manner can do so by either enhancing or reducing argument scrutiny” (Petty & Cacioppo, 1986a, p. 19). While the fifth assumption states that “variables affecting message processing in a relatively biased manner can produce either a positive (favourable) or negative (unfavourable) motivational and/or ability bias to the issue relevant thought attempts” (Petty & Cacioppo, 1986a, p. 5). These postulates state there is (relative) objective and (relative) biased motivation and ability to message processing. When objectively motivated to evaluate a message people will be motivated to seek the truth in the argument, provided they have to ability to do so. Contrarily, variables can affect motivation and ability to process the message in a biased way, which means one side is more likely to be supported (Petty & Cacioppo, 1986a).

The sixth assumption refers to the importance of peripheral cues and states that peripheral cues are more important determinants of persuasion when motivation and/or ability to process the arguments is low. However, peripheral cues are less important in determining persuasion

with increased argument scrutiny (high elaboration). Recipients of the persuasive communication can be high on motivation, yet low ability or vice versa. One factor negatively affecting ability might cause them to have a 'low elaboration likelihood'. For example, someone might be highly motivated to process the message, yet is highly distracted and unable to carefully process the arguments presented. Consequently, this recipient will have low elaboration and follow the peripheral route where they depend on simple contextual cues as their information sources (Petty & Cacioppo, 1986a).

The seventh assumption refers to the consequences of elaboration and claims that attitudes formed via the central route is more enduring (temporal persistence), are more likely to lead to behaviour and are have a "greater resistance to counter persuasion" (Petty & Cacioppo, 1986a, p. 21). Consequently, advertisers are trying to gain consumers attention and involvement to process their messages (Petty & Cacioppo, 1986b). There are many ways academics have suggested to increase elaboration of advertisements. For example, the use of moderately incongruent advertisements (e.g. Dahlén et al., 2008) or using two-sided messages , both concepts which are explored in this research.

2.5.2 *The ELM and Consumer Research*

Since Petty and Cacioppo's conceptualisation of the ELM, their theory has been further tested and widely used in advertising and persuasion research. Firstly, Andrews and Shimp (1990) found that persuasion on the central route was affected by message related cognitions, while the peripheral route involved simple source cues, as well as message related cognitions. Furthermore, as attitudes that were shaped through the central route or high elaboration were found to be more enduring, there is a large stream of research that followed on from the ELM that explores the effects of different factors on the levels of elaboration. Research shows that recipients engaged in higher message elaboration or closer message scrutiny (regardless of involvement) when untrustworthy endorser were used (Priester & Petty, 2003); attitudes are accessible (Fabrigar et al., 1998); counter attitudinal messages are processed at the optimal-time-of-day (Martin & Marrington, 2005); when counterfactual thinking – "a process of mentally undoing the outcome of an event by imagining alternate antecedent states" – precedes a message (Krishnamurthy & Sivaraman, 2002, p. 650); when stigmatised sources are used (Petty & Wegener, 1999); when comparative advertisements were used (Dröge, 1989); or when recipients were in a good mood, as this made them more attentive (Wegener, Petty, & Smith, 1995). Contrarily to Petty and Wegner's findings, research showed that

positive mood can also reduce elaboration and systematic processing of message content and peripheral cues (Bohner, Crow, Erb, & Schwarz, 1992). However, further research indicated that positive moods affect the persuasion process by positively affecting thoughts processed for high-elaboration processing and indirectly affecting attitudes for low-elaboration processing without affecting thoughts (Petty et al., 1993).

When considering involvement, high involved recipients are more likely to engage in higher message elaboration when they have high familiarity with the message (from repetition) (Claypool, Mackie, Garcia-Marques, McIntosh, & Udall, 2004). Furthermore, research shows that compressed-in-time advertising decreases elaboration and the effect of argument quality, while enhancing the effect of peripheral cues as recipients, are more likely to take the peripheral route to persuasion (Moore, Hausknecht, & Thamodaran, 1986). Finally, Smith and Shaffer (1991) found that using rapid speech affected elaborations by reducing the refutation of counter attitudinal arguments, and hence, positively affecting persuasion, while it negatively affected persuasion for pro attitudinal arguments.

Research has also explored some of the effects of the ELM or has used the ELM to research factors in the persuasion process. Petty, Wegener and White (1998) explored the correction of perceived spokesperson biasing and found that source credibility was only effective when respondents were not asked to remove any perceived bias. They found that correction instruction did not affect levels of elaboration or argument quality effects. Furthermore, the effects of chunking – the grouping of information into categories – were found to align with the principles of the ELM (Petty, Tormala, Hawkins, & Wegener, 2001). For highly motivated respondents, chunking conditions improved responsiveness to primacy effects, while under unchunked conditions it improved responsiveness to recency effects (Petty et al., 2001). Additionally, the interaction between message sensation and message effectiveness has been explored using the ELM; it was found that message sensation acts as a distracter with high argument quality, yet facilitates the persuasion process when argument quality is low (Kang, Cappella, & Fishbein, 2006). Further research on the effects of Need for Cognition and argument quality on persuasion agrees with the ELM. For example, Martin, Lang, Wong and Martin (2003) found that respondents with a high Need for Cognition were receptive to argument quality, while argument quantity did not affect persuasion for individuals with a low Need for Cognition.

2.5.3 *Credibility*

As indicated in the message sidedness literature (Section 2.4.5), source credibility is important to this research, as it acts as a mediating variable to the effects of two-sided advertisements. Furthermore, the previous sections indicated source credibility acts as a peripheral cue in the ELM (e.g. Tormala, Briñol, & Petty, 2006), which is also the case for the HSM dual process model where source credibility is an effective cue in the heuristic processing route regardless of argument quality (Chaiken & Maheswaran, 1994). This section explores the roles of credibility in the advertising literature and also highlight the importance of corporate and brand credibility when it comes to corporate branding.

Credibility has been defined with many concepts such, as trustworthiness, believability, accuracy, reliability, fairness, and objectivity (Hilligoss & Rieh, 2008). Within the corporate branding literature, credibility refers to the “believability of an entity’s intentions at a particular point in time” (Herbig & Milewicz, 1995, p. 6). A firm’s credibility is based on its reputation to deliver consistent results (good or bad); consequently, firms lose their credibility when they fail to live up to their reputation (Herbig & Milewicz, 1995). Brand credibility is made up of the trustworthiness and expertise dimensions and affects consumer brand choice as increased credibility leads to inclusion of the brand in the consideration set (Erdem & Swait, 2004). Erdem (2004) found that trustworthiness of a brand is a more important determinant whether the brand will be placed in the consumer’s consideration set than expertise. Furthermore, research has found that using CSR strategies can improve brand credibility (Hoeffler & Keller, 2002). Brand trust is important when advertising; if a company has engaged in deceptive advertising, the company’s credibility is undermined for any future advertising (Darke & Ritchie, 2007). Research has examined the relationship between endorser credibility, brand credibility, and brand equity and found that brand credibility mediates the relationship between endorser credibility and brand equity (Spry, Pappu, & Cornwell, 2011).

Apart from brand credibility, there are many types of credibility found in the literature, yet for advertising, there seem to be three most applicable types of credibility: source, message and media (channel) credibility (Kioussis, 2006). However, it needs to be considered that these are interlinked and source credibility directly affects message credibility; credible sources are more likely to lead to credible messages (Fragale & Heath, 2004). Both message and source credibility are determined by different factors. Message credibility is based on consistency,

topic/content, plausibility of argument, framing, repetition, supported by data/examples, and ordering (Wathen & Burkell, 2002, p. 479). Source credibility is dependent on expertise/knowledge, credentials, attractiveness, trustworthiness, likeability, and similarity or receiver's beliefs (Wathen & Burkell, 2002). In simple terms, "source credibility is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message" (Ohanian, 1990, p. 41). This is reflected in the definition of source credibility.

Ohanian (1990) defines source credibility on three dimensions: expertise, trustworthiness, and attractiveness. Trustworthiness in source credibility refers to the trust and confidence the listener has in the speaker and the message (Ohanian, 1990). Expertise refers to the extent to which the listener perceives the speaker to have competence, authority, and qualification, while attractiveness refers to the extent to which the listener perceives the speaker to be beautiful, classy, and elegant (Ohanian, 1990). Hence, there is a lot of research examining the use of celebrity endorsers and source credibility (Ohanian, 1991).

Likeability is often used instead of attractiveness, as according to Keller (1998), for example, source credibility encompasses expertise, trustworthiness and likeability. However, Goldsmith, Lafferty and Newell (2000b), disregard the attractiveness dimension of source credibility by using Belch and Belch's (1998) definition, who define source credibility as "...the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information" (p. 169). Furthermore, Hilligoss and Rieh (2008) suggest that source credibility judgements are based on three different levels (construct, heuristics and interaction) and hence, people can have multiple constructs of credibility. Alternatively, research has suggested that source credibility can be formed from beliefs – if listeners believed the message, the source was perceived as more credible (Fragale & Heath, 2004).

In advertising, source credibility can refer to spokesperson or endorser credibility – the credibility of the speaker in the message (Goldsmith et al., 2000b). However, there is another type of source credibility that needs to be considered – corporate credibility (Goldsmith et al., 2000b). Corporate credibility refers to the credibility of the organisation and like endorser credibility is made up of trustworthiness and expertise, but does not have the attractiveness/likeability dimension (Newell & Goldsmith, 2001). Corporate credibility can

also be defined as “the reputation of a company for honesty and expertise” and consequently, can be seen as a form of corporate reputation (Goldsmith, Lafferty, & Newell, 2000a, p. 43).

Additionally, credibility involves the motivation of the organisation; consumer suspicion of ulterior motives is more likely to create distrust in organisation’s motives or genuineness (Fein, 1996).

Lafferty and Goldsmith (1999) examined the different effect of corporate and endorser credibility on attitude towards the advertisement, attitude towards the brand and purchase intentions. They found that both types of credibility affect attitude towards the advertisement and attitude towards the brand, while corporate credibility alone affected purchase intentions. Later on, Lafferty and Goldsmith (2004) found that corporate credibility was just as important to non-innovators as innovators when advertising high technology products. Lafferty (2007) examined the interaction between cause-brand fit and corporate credibility and found that cause-brand fit did not affect consumer attitudes for different levels of corporate credibility.

The effects of source credibility have been thoroughly examined in marketing and advertising fields to understand consumer reactions, such as brand attitude, attitude towards the advertisement and purchase intentions (Wang & Doong, 2010). Previous research shows that a highly credible source is more likely to induce persuasion than a source with low credibility (Pornpitakpan, 2004). Furthermore, it was found that high involvement increased the positive effects of credibility, especially if the expert source was identified early (Homer & Kahle, 1990). Additionally, commercials with a credible source were found to increase believability ratings (Moore, Hausknecht, & Thamodaran, 1986). Overall, it was found that a highly credible source is more likely to lead to behavioural compliance. For example, source credibility positively affected people’s adoption of suggestions (Bannister, 1986; Pornpitakpan, 2004). Source credibility was also found to affect perceived performance risk, where low credibility lead to greater perceptions of performance risk (Grewal, Gotlieb, & Marmorstein, 1994). High source credibility can affect persuasion by increasing message-relevant thinking (Heesacker, Petty, & Cacioppo, 1983).

However, high source credibility is not always favourable. Tormala et al. (2006), for example, found that when people respond negatively to a message and then find out the source, which has a high credibility, this leads to an even less favourable attitude.

Additionally, it has been found that moderate source credibility is more effective than high source credibility when the audience is positively predisposed to the presented issue when the source is identified prior to message exposure (Sternthal, Dholakia, & Leavitt, 1978). Furthermore, the effect of source credibility diminishes over time after message viewing as the source will be disassociated with the message over time, which is known as the sleeper effect (Chaiken, 1980).

Furthermore, there are several variables that interact with source credibility to influence persuasion of a message, which can be categorised into source, message, channel, receiver and destination categories (Pornpitakpan, 2004). One important message variable is argument quality; when presented in combination with strong arguments, the high credible source brought more favourable attitudes and had a greater effect on behaviours (Moore et al., 1986; Stoltenberg & Davis, 1988). Unsurprisingly, as expertise makes up credibility, argument quality only affected persuasion with high source expertise (Pornpitakpan, 2004). Message framing is another variable that has been found to interact with source credibility – positively framed messages from a credible source were more likely to lead to behavioural intentions (Jones, Sinclair, & Courneya, 2003). When it comes to channel variables, Wu and Wang (2011) found that electronic word of mouth (positive) with higher source credibility creates more favourable brand attitudes.

2.5.4 Argument Quantity

The previous section covered source credibility as a peripheral cue in the ELM, yet the ELM states that message factors can also serve as peripheral cues (Petty & Cacioppo, 1986b). Argument quantity, for example, is a message factor that can serve as a peripheral cue; more arguments might be perceived as more favourable, when the recipient is not motivated to process the content of the arguments (Petty & Cacioppo, 1986a). Arguments can be viewed as “bits of information contained in a communication that are relevant to a person’s subjective determination of the true merits of an advocated position” (Petty & Cacioppo, 1986b, p. 133).

The research looking at argument quantity is either based on the ELM or Chaiken’s Heuristic-Systematic Model (Wang & Chen, 2006). Whereas, argument quantity is a peripheral cue by the ELM, it is a heuristic cue according to the Heuristic-Systematic Model (Chaiken, 1980; Petty & Cacioppo, 1984a). The number of arguments can affect consumer

attitudes in two ways. As discussed previously, the number of arguments can directly affect persuasion as a simple clue regardless of argument quality (Petty & Cacioppo, 1986b). It is also applicable to high elaboration, as a high number of positive arguments can create favourable beliefs, which lead to favourable attitudes (Petty & Cacioppo, 1986b). However, the number of arguments is more likely to affect persuasion in low relevance conditions, rather than for high relevance (Petty & Cacioppo, 1986a). Additionally, higher number of arguments could increase issue-relevant thinking, and consequently, persuasion for those highly involved, meaning the arguments themselves would be more important than the mere number as a simple cue (Petty & Cacioppo, 1984a).

Prior to Petty and Cacioppo's work on argument quantity, Chaiken (1980) found that for high involved recipients opinion change was greater with six arguments rather than two, regardless of communicator likeability. However, for low involvement, communicator likeability affected opinion change regardless of argument quantity. These findings contrast with Petty and Cacioppo's work (1984); however, it needs to be considered that Chaiken's work did not include argument quality – instead it used two peripheral cues (argument quantity and communicator likeability). When combining findings of both studies, it can be argued that the effect of communicator likeability overrides the effect of argument quantity as a peripheral cue (Chaiken, 1980). However, when combining the effects of argument quantity and argument quality, it is clear from Petty and Cacioppo's work that argument quality overrides argument quantity as a central persuasion technique and showing that argument quantity can be an effective peripheral cue in affecting persuasion. Results indicated that when there are multiple peripheral cues, the most salient cue will exert influence on persuasion, yet salience of the cue could be situation dependent (Petty & Cacioppo, 1984a, 1986b).

Argument quantity was explored prior to Petty and Cacioppo's (1986a) and Chaiken's (1980) seminal work in a communication rather than a persuasion setting. For example, there has been a stream of research in psychology regarding leadership, which found that group members who presented more information were more likely to be chosen as leaders (e.g. Sorrentino & Boutillier, 1975). They also found that information quantity only affected perceptions of leadership when other more salient cues, such as expertise, were not present (Gintner & Lindskold, 1975). The number of sources was also investigated with the number of arguments by Harkins and Petty (1981), who found that persuasive communication with

more sources and more arguments was most effective for counter attitudinal persuasion, suggesting an interaction effect between argument quantity and source quantity.

Further studies investigating argument quantity are mainly based on the ELM. For example, Friedrich, Fetherstonhaugh, Casey and Gallagher (1996) examined the effects of involvement, argument quantity and argument quality. Their results replicate Petty and Cacioppo's (1984a) findings for highly involved respondents, as they found a significant interaction between argument quantity and argument quality. However, their results for low involved respondents were not consistent with the ELM as respondents were still found to engage in effortful processing despite a significant manipulation check for involvement. Additionally, they found that thought favourability had a mediating effect when accessing the effects of the number of strong arguments versus the number of weak arguments. However, the number of strong arguments was also found to have a direct effect. Furthermore, Wang and Chen's (2006) investigation on attitude change through manipulating motivation (through involvement), cognitive resources (through age as working memory varies with age) and argument quantity. They found that high involved young adult attitude change was not determined by quantity of arguments, while for low involved young adults attitude change was determined by argument quantity. Older adults were affected by argument quantity for both the high and low involvement conditions and changed attitudes according to argument quantity. The results confirm that though people might be motivated to carefully process a message, they might not be able to if they do not have the ability (e.g. not enough working memory).

Generally, argument quantity deals with positive information, yet this research uses message sidedness meaning some of the arguments will be negative. However, as negative information has a much stronger influence than the same quantity of positive information (Mizerski, 1982), it is important that the ratio of positive to negative arguments was kept the same (see Section 4.4.11). The proportion of negative information was explored by Lee, Park and Han (2008), who examined online reviews. Their findings support the ELM as for high involvement consumers, a high number of negative reviews resulted in conforming to the view in the reviews depending on the quality of the negative reviews. While low involvement consumers were found to conform to the reviews' perspective with higher number of reviews regardless of argument quality.

2.6 CHAPTER SUMMARY

This chapter aimed to provide a theoretical background regarding the main areas of interest to this research. Specifically, it addressed the corporate branding literature as an introduction to this research. This was followed by a section which explored CBC, by integrating the corporate branding and persuasion literature. This section presented a definition and model of CBC – and introduced and examined the antecedent (advertising congruence) explored in this research. Ad-brand congruence is a type of advertising congruence.

The next section covered the persuasion literature by examining attitude change and formation theories as well as reviewing the message-sidedness literature. The last section of this chapter explored the ELM, which included a detailed account of the credibility and argument quantity literature.

After examining the literature that provides the foundation for this research, it is now possible to introduce the conceptual model that is examined in this research, which is provided in the next chapter.

3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 INTRODUCTION

This chapter discusses the conceptual model that will be investigated in this research. First, this chapter presents the conceptual model and then explains the conceptual paradigm that was used to formulate the model. This is followed by a discussion on the dependence relationships in the model, which are formalised by the presentation of specific research hypotheses. Finally, this chapter presents the covariate variables that were taken into consideration.

3.2 PROPOSED CONCEPTUAL FRAMEWORK

The conceptual model used in this research (see Figure 3.1) was formulated using the corporate branding, corporate brand coherency and persuasion literature discussed in Chapter Two. This conceptual model specifically focuses on the ad-brand congruence, message sidedness and argument quantity literature while using the ELM and Schema Incongruity Theory. Lee and Schuman (2004) already combined these two theories in a conceptual paper to form an integrated model of processing incongruity, which has not been empirically tested. This research integrates their model, and the corresponding theories, with the two-sided message literature.

This research aims to answer the previously mentioned research questions (see Section 1.3.1) using an experimental design, where respondents will be shown different manipulations using a 2x2x3 between subjects factorial design. The conceptual model, as illustrated in Figure 3.1, has been developed to show the relationships between relevant independent and dependent variables. The hypothesised relationships, as illustrated in the model, are further explained in this chapter.

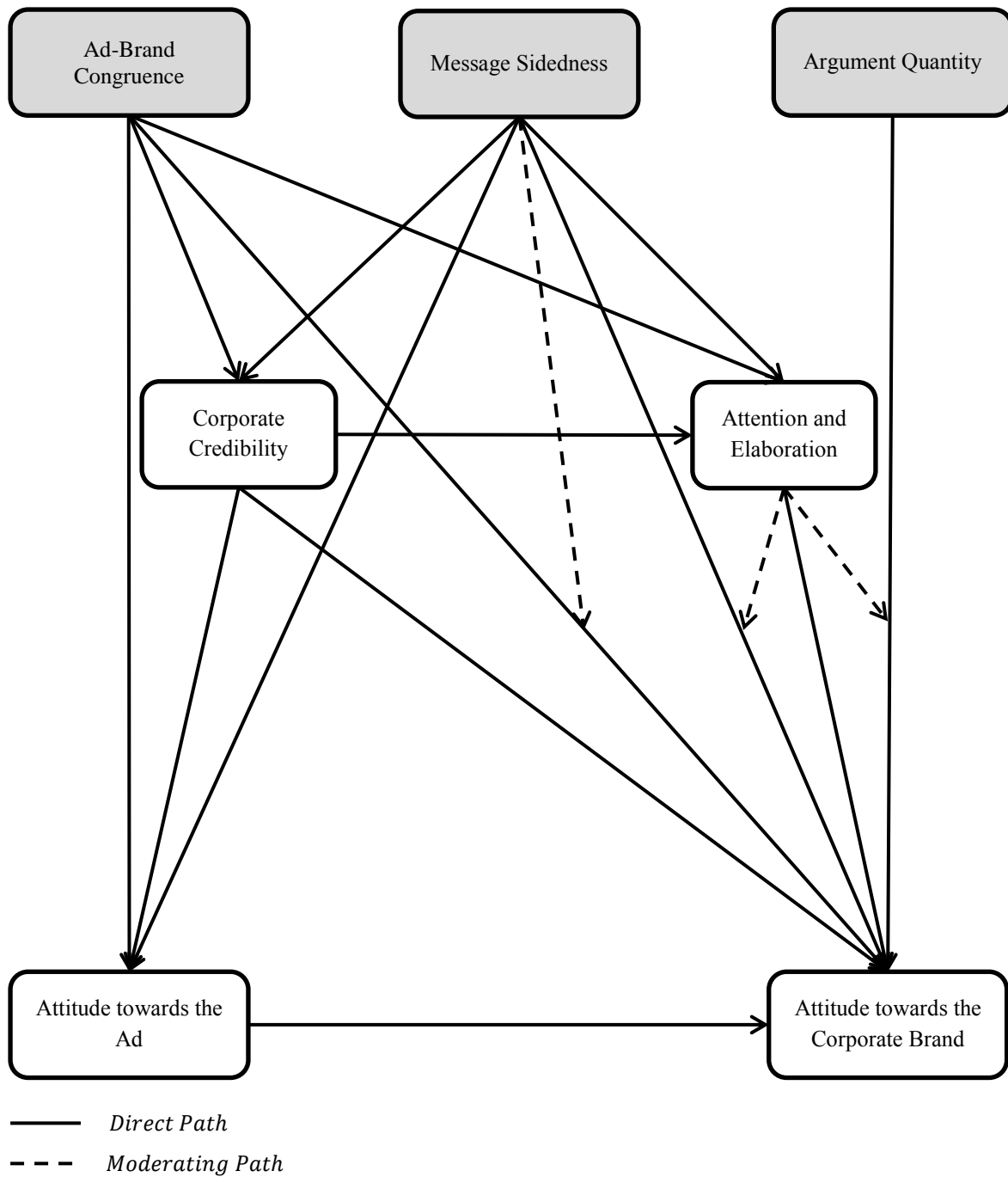


Figure 3.1: Proposed Conceptual Model

3.2.1 Conceptual Paradigm

This conceptual model uses the literature presented in Chapter Two to predict the relationships in this research. The model is built upon Petty and Cacioppo's (1986a) ELM. Using the theoretical foundations of the ELM, the effects of Ad-Brand Congruence and Message Sidedness are hypothesised to affect the motivation to process the message and hence, increase the Attention and Elaboration given to the message. For example, when a

message is perceived to be incongruent, Attention and Elaboration should increase because consumers are trying to make sense of the incongruence (e.g. Meyers-Levy, Louie, & Curren, 1994). The Attention and Elaboration construct has already been proposed as an outcome variable of brand image incongruity (Sjödén & Törn, 2006). Increased message elaboration should lead to increased scrutiny of the argument and acceptance of the persuasive message, provided the arguments presented are strong (Petty & Cacioppo, 1984b, 1986a, 1986b). Hence, Argument Quality will be accounted for (see Section 3.5.1).

To further expand on the theory of the ELM, this research also presents Message Sidedness as a central cue and Argument Quantity as a peripheral cue. Previous research suggests that two-sided messages should be used when Attention and Elaboration is high, and therefore, can be used as a central cue to persuasion (Hale et al., 1991). The Attention and Elaboration construct is also present in the message sidedness literature, based on Inoculation Theory.

Furthermore, source credibility is an important construct in the ELM as this can act as a peripheral cue, but can also be seen as a mediator to persuasion using Attribution Theory in the message sidedness literature (Crowley & Hoyer, 1994; Eisend, 2007). As this research involves corporate branding, the model investigates the effects of Corporate Credibility, a specific type of source credibility (Goldsmith et al., 2000a). Using the ELM, the message sidedness literature and the literature on advertising incongruity, this model predicts several dependence relationships between the variables.

3.2.2 Dependence Relationships

The model was based on the Ad-Brand Congruence construct, which formed the main focus of this research. It is predicted that when a consumer views an advertisement that is incongruent with their brand schema, they will increase their levels of Attention and Elaboration to make sense of the advertisement, as well as negatively evaluate the source credibility. According to Schema Incongruity Theory, distinction needs to be made between the effects of moderate (solvable) and extreme (unsolvable) incongruity (Mandler, 1982; Meyers-Levy & Tybout, 1989). Moderate incongruity increases Attention and Elaboration, which allows readers to solve congruity in the advertisement themselves, and can create favourable brand attitudes (Meyers-Levy & Tybout, 1989). However, this increased processing does not occur for extreme incongruity according to previous research due to the

lack of solvability or placement of the congruity (Meyers-Levy et al., 1994; Srivastava & Sharma, 2012).

In this research two-sided messages are used to explain the incongruity present in the advertisements, which should eliminate feelings of helplessness derived from extreme incongruity (Meyers-Levy & Tybout, 1989). Therefore, it is hypothesised that two-sided messages can be used to explain (by providing a solution to) extreme incongruity in advertising, and consequently, increase Attention and Elaboration by increasing Corporate Credibility. Furthermore, it is expected that two-sided messages will have a greater effect for extreme incongruity than moderate incongruity. Overall, it is predicted that two-sided messages can minimise harmful effects of incongruence in advertising and create positive consumer attitudes. If two-sided messages do not increase elaboration, Argument Quantity should aid as a peripheral cue to create positive brand evaluations.

3.3 RESEARCH HYPOTHESES

Seventeen research hypotheses were formulated for this research. Hypotheses One to Fourteen were based on direct relationships in the conceptual model. Hypotheses Fifteen to Seventeen were based on the combined relationships of the different variables and hypothesise several moderation effects. The hypotheses and their theoretical foundation are further discussed in this section.

3.3.1 Hypotheses One and Two: Effects of Ad-brand Congruence and Message Sidedness on Corporate Credibility

Ad-Brand Congruence on Corporate Credibility

Research shows that incongruity negatively affects communication credibility (Sjödin & Törn, 2006), and that advertisements that are incongruent with the consumer's brand schema lead to lower ad credibility (Dahlén & Lange, 2004; Dahlén et al., 2005). This aligns with the corporate branding literature, which reinforces that integrated communication should create credible messages (Jones, 2010). The literature indicated that overall coherency, between different elements that make up the corporate brand (corporate image, corporate values and culture), is needed to create credibility to stakeholders (Hatch & Schultz, 2003). This research

used Corporate Credibility as a type of source credibility. Based on the research on ad credibility and desire for corporate brands to be coherent, it is hypothesised that:

H₁: Ad-Brand Congruence has a positive relationship with Corporate Credibility.

Message Sidedness on Corporate Credibility

The effect of two-sided messages on the credibility of the company is dependent on the nature of the disclosure and amount of the negative information. If the negative information is disclosed voluntary the company is perceived more credible than if the information is required or forced (Eisend, 2006). Furthermore, the amount of negative information affects the relationship between Message Sidedness and credibility – credibility only increases with a small to moderate amount of negative information (Crowley & Hoyer, 1994).

The relationship between two-sided messages and source credibility is built on Attribution Theory (Crowley & Hoyer, 1994; Eisend, 2007). The inclusion of negative information makes the advertiser seem honest and genuine; consequently, making the persuasiveness of the message more effective (Eisend, 2007; Hunt & Kernan, 1984). Two-sided messages have been found to increase claim credibility and the believability of the message (Golden & Alpert, 1987; Swinyard, 1981). Similarly, two-sided messages were found to increase advertising credibility (Kamins et al., 1989). Furthermore, there are several studies that show that two-sided messages increase source credibility (Bohner et al., 2003; Eisend, 2007; Kamins & Marks, 1987). As Corporate Credibility is a type of source credibility, it is hypothesised that:

H₂: Message Sidedness has a positive relationship with Corporate Credibility.

3.3.2 Hypotheses Three, Four and Five: Effects of Ad-Brand Congruence, Message Sidedness and Corporate Credibility on Attention and Elaboration.

Ad-Brand Congruence on Attention and Elaboration

Within the advertising literature, a lot of attention has been given to the effects of incongruence on message processing. Discrepant information, such as inconsistencies

between the verbal and visual elements in advertisements, lead to increased attention and consequently, more extensive processing and information search (Halkias & Kokkinaki, 2013; Houston et al., 1987). For the consumer to store the inconsistent information they must 'harmonize the inconsistency' which requires increased cognitive processing (Kocyigit & Ringle, 2011). Similarly, advertisements that were incongruent with the consumer's brand schema were found to lead to "more sophisticated processing of information" (Dahlén et al., 2005, p. 1). Overall, attempting to solve the incongruence is the main explanation for the increased message processing (Meyers-Levy & Tybout, 1989). Congruent objects or information do not stand out nor require processing to resolve the incongruity (Mandler, 1982; Meyers-Levy & Tybout, 1989; Srivastava & Sharma, 2012).

Furthermore, research on ad-message-involvement shows that unexpected information leads to higher ad-message-involvement levels (Lee, 2000). Similarly, atypical advertisements were found to be viewed longer and lead to more detailed processing (Goodstein, 1993). For unexpected information, new and relevant information has to be sought to be able to create a new causal attribution, while expected information incorporates pre-existing causal theories (Pyszczynski & Greenberg, 1981). Expectancy is one of Heckler and Childer's (1992) two dimensions of incongruity; consequently, the effects are likely to be similar for incongruent information. Another reason given for the increased attention and processing is that incongruity in advertising can be perceived as a novelty, which can lead to excitement and more careful processing of the message (Lee & Schumann, 2004; Meyers-Levy & Tybout, 1989; Törn & Dahlén, 2008).

Research on incongruence between categories shows that when assessing incongruent information processing and elaboration time is highest when incongruity is moderate (Halkias & Kokkinaki, 2013; Ozanne, Brucks, & Grewal, 1992). Some research has found that for extreme incongruity, elaboration does not increase as the consumer cannot solve the incongruity (Halkias & Kokkinaki, 2013; Ozanne et al., 1992). However, Schema Incongruity Theory originally states that both moderate and extreme incongruity encourage message processing, but moderate incongruity is more likely to be resolved, while extreme incongruity less likely to be resolved (Meyers-Levy et al., 1994). There are several studies that show that incongruent information, regardless of level of incongruity, spurs heightened processing (Dahlén et al., 2008; Lange & Dahlén, 2003; Meyers-Levy et al., 1994). Overall, much of the

extant literature supports the theory that Attention and Elaboration increases as congruity decreases. Hence, it is hypothesised that:

H₃: Ad-Brand Congruence has a negative relationship with Attention and Elaboration.

Message Sidedness on Attention and Elaboration

The premise that two-sided messages increase Attention and Elaboration is based on Optimal Arousal and Inoculation Theory. According to Optimal Arousal Theory, two-sided messages create positive affect through novelty, which provides reason for consumers to increase attention and carefully process the message (Crowley & Hoyer, 1994; Eisend, 2006). However, this is yet to be empirically tested.

Furthermore, Inoculation Theory suggests that two-sided messages increase Attention and Elaboration (Crowley & Hoyer, 1994). When presented with two-sided messages regarding brands, consumers have to put more effort in to compare and weigh the positive versus negative information to form their judgements (Etgar & Goodwin, 1982). Both theories lack empirical evidence of how two-sided messages affect consumer's Attention and Elaboration.

Schema Incongruity Theory and dual process theories such as the ELM should be considered to explain the relationship between Message Sidedness and increased processing. For example, Kao (2011) found that two-sided messages are especially effective in increasing processing and attention for people with low Need for Cognition and in low time pressure conditions. Two-sided messages can be linked to Schema Incongruity Theory, as they are often unexpected or not an easy fit into consumer's brand schema. Opposing or negative information receives greater scrutiny as it does not match expectations (Baker & Petty, 1994). The negative information should lead to increased effort to find information that matches their existing brand schema (Kamins & Assael, 1987b). Furthermore, research shows that expectancy disconfirmation increases cognitive workload, because recipients are using their existing brand schema to explain the unexpected (Hunt & Kernan, 1984; Pyszczynski & Greenberg, 1981). Overall, there are many theoretical foundations that have found that two-sided messages increase the Attention and Elaboration the consumer gives to messages. Hence, it is hypothesised that:

H₄: Message Sidedness has a positive relationship with Attention and Elaboration.

Corporate Credibility on Attention and Elaboration

The findings regarding the effects of credibility on message processing have been inconsistent. When examining source honesty, Priester and Petty (1995) found that, for individuals with low Need for Cognition, higher source honesty reduced the need for message scrutiny. Furthermore, Tormala et al. (2006) found no significant difference in elaboration levels, regardless of the level of credibility. However, Heesacker, Petty and Cacioppo (1983) found that, for subjects that do not tend to carefully evaluate message content, increasing source credibility can increase message-relevant thinking. To further investigate the relationship between credibility and message processing, it is predicted that Corporate Credibility will affect the extent to which respondents will process the advertisement. Specifically, it is hypothesised that:

H₅: Corporate Credibility has a positive relationship with Attention and Elaboration.

3.3.3 Hypotheses Six, Seven, and Eight: Effects on Attitude towards the Ad.

Ad-Brand Congruence on Attitude towards the Ad

One stream of research has found no significant differences in Attitude towards the Ad between thematically congruent and incongruent ads (Dahlén et al., 2008; Moorman et al., 2002). Consistent with Schema Incongruity Theory, other research found that advertisements featuring moderate incongruent, rather than congruent, brand information can lead to higher ad attitudes (Halkias & Kokkinaki, 2013). Similarly, Wansink and Ray (1996) investigated the congruence between a proposed new behaviour and existing behaviour and found that some discrepancy aids in the transfer of affect through schema based processing.

However, in this research it is predicted that Ad-Brand Congruence directly affects Attitude towards the Ad. Research shows that advertisements that were incongruent with the consumer's brand schema negatively affected Attitude towards the Ad (Dahlén & Lange, 2004; Dahlén et al., 2005; Sjödin & Törn, 2003). Information incongruence can yield positive evaluations towards the ad if the unexpected information is relevant; however, if the unexpected information is irrelevant incongruence causes negative attitudes (Lee & Mason, 1999). This hypothesis can be based on Fiske's (1982) Theory of Schema Triggered Affect, which states that affective responses are generated from a schematic match.

Overall, research shows that incongruity in advertising can lead to negative evaluations of the advertisement. Consequently, it is predicted that:

H₆: Ad-Brand Congruence has a positive relationship with Attitude towards the Ad.

Message Sidedness on Attitude towards the Ad

The literature suggests that two-sided messages increase consumer confidence in advertisements, especially when the product advertised is expensive (Chebat & Picard, 1985). Specifically, the literature indicated that two-sided messages can positively affect consumers' Attitude towards the Ad (Belch, 1981; Kamins et al., 1989; Kamins & Marks, 1987). Furthermore, Message Sidedness positively affects attitudes regarding message content (Arora & Arora, 2006) and message acceptance (Hunt & Kernan, 1984). Similarly, Golden and Alpert (1987) found that two-sided messages lead to higher quantity and usefulness of the information provided in the advertisements. Overall, they found that two-sided messages increased positive perceptions of the advertisement. Furthermore, they found that the effects of two-sided messages on Attitude towards the Ad varied depending on the amount of negative information. This effect was curvilinear, with the ideal ratio of 40% negative information and 60% positive information. As the amount of negative information will be minimal and controlled in this study, it is assumed that the inclusion of the negative statement will increase Attitude towards the Ad. Hence, it is hypothesised that:

H₇: Message Sidedness has a positive relationship with Attitude towards the Ad.

Corporate Credibility on Attitude towards the Ad

As discussed in the previous section, Corporate Credibility directly affects brand attitudes. However, Goldsmith et al. (2000b) found that Corporate Credibility also affects consumers' attitudes towards the ad. They found that Corporate Credibility positively affects Attitude towards the Ad, which in turn mediates the effect of Corporate Credibility on brand attitudes. These findings are supported by the general credibility literature regarding the effects of source credibility on Attitudes towards the Ad, which indicates sources with high expertise leads to positive Attitudes towards the Ad (Pornpitakpan, 2004). For example, Homer and

Kahle (1990) found that high source expertise led to higher Attitudes towards the Ad under high involvement conditions when the source was identified prior to message processing. Furthermore, Arora & Arora (2006) found that source credibility positively affected attitudes regarding message content. Overall, the literature shows that increased Corporate Credibility leads to more favourable consumer attitudes regarding advertisements. Hence, it is hypothesised that:

H₈: Corporate Credibility has a positive relationship with Attitude towards the Ad.

3.3.4 Hypotheses Nine to Fourteen: Effects on Attitude towards the Corporate Brand.

Ad-Brand Congruence on Attitude towards the Corporate Brand

Incongruence (extreme) between advertisements and the consumer's brand schema is likely to have a negative impact on attitudes because of failure to assimilate or be accommodated by the existing schema (Mandler, 1982). However, advertisements that were (moderately) incongruent with the consumer's brand schema were initially found to positively affect brand attitudes when shown the first time, but when repeated, they negatively affected brand attitude (Dahlén et al., 2005; Halkias & Kokkinaki, 2013; Lange & Dahlén, 2003). Incongruence can elicit positive beliefs through entertainment value – consumers can see incongruence as a puzzle that, once solved, provides them with feelings of accomplishment, which produces positive affect (Meyers-Levy et al., 1994; Peracchio & Tybout, 1996). Consequently, research using Schema Incongruity Theory showed that moderately incongruent ads can lead to more favourable brand evaluations. However, this is not the case in all circumstances with inconsistent findings. For example, moderate incongruity only affected consumer attitudes with high brand familiarity and low involvement (Dahlén & Lange, 2004; Halkias & Kokkinaki, 2013), while Peracchio and Tybout (1996) found that moderate congruence only had an effect for respondents with limited knowledge.

Furthermore, there is research that shows the importance of Congruence in determining favourable brand attitudes. For example, brand attitudes were found to be higher for congruent rather than incongruent advertisements after multiple exposures (Dahlén et al., 2005). Mandler (1982) also acknowledged that it is natural for people to favourably react to information that match their expectations or activated schemas. Coherency between the brand

name and brand logo was found to increase brand attitudes for consumers with a high need for consistency and self-brand connection (Kocher et al., 2006). In addition, research shows that print ads that are congruent with people's 'private theories' or knowledge of the world and the brand are perceived as more coherent; and coherent ads were found to elicit positive emotions and brand evaluations (Gasiorowska & Grochowska, 2012). Congruent advertisements activate an existing brand schema resulting in positive emotions (Gasiorowska & Grochowska, 2012), which can be based on Fiske's (1982) Theory of Schema Triggered Affect where a schematic match elicits positive emotions. It was also found that thematically congruent advertisements had a higher ad recall (Moorman et al., 2002). Furthermore, Batra and Homer (2004) examined brand imagery association and found that ad-evoked brand image beliefs have a stronger influence on brand preferences when they are relevant and fit the consumer's product category schema.

Overall, the literature indicates that advertising incongruence negatively affects consumer brand attitudes. It is assumed that similar effects are applicable when measuring Attitude towards the Corporate Brand as perceived coherence in the organisations is highly important to consumers. Consequently, it is hypothesized that:

H₉: Ad-Brand Congruence has a positive relationship with Attitude towards the Corporate Brand.

Message Sidedness on Attitude towards the Corporate Brand

Previous research shows that two-sided messages can lead to positive evaluations under the right conditions. It has been theorised that two-sided messages increase positive affect based on their perceived novelty, and consequently, brand attitudes (Crowley & Hoyer, 1994). Eisend's (2006) meta-analysis showed that two-sided messages are an effective persuasion tool for increasing brand attitudes. Specifically, high Need for Cognition was found to create more favourable attitudes from two-sided messages, especially when time pressure was low (Kao, 2011). In addition, two-sided messages with refutation have been found to lead to more supportive arguments (Kamins & Assael, 1987b). Furthermore, Pechman (1992) found that two-sided messages can lead to positive attitudes about positive brand attributes if this brand attribute is correlated with the negative attribute highlighted in the message.

Overall, research indicates that two-sided messages can lead to more favourable brand attitudes (Belch, 1981; Kamins et al., 1989; Kamins & Marks, 1987) and increase message acceptance (Hunt & Kernan, 1984). Though the effect of two sided messages has not been investigated in relation to corporate brand attitudes, it is expected to be similar to the effect on brand attitudes. Consequently, it is hypothesised that:

H₁₀: Message Sidedness has a positive relationship with Attitude towards the Corporate Brand.

Argument Quantity on Attitude towards the Corporate Brand

Argument Quantity is an important determinant of persuasion when information is processed among the peripheral route (Wang & Chen, 2006). It has been found that an increased number of arguments can directly lead to greater attitude change for low relevance conditions (Petty & Cacioppo, 1984a). However, Argument Quantity can also positively affect brand attitudes for central route processing by creating favourable beliefs, which in turn can lead to favourable attitudes (Petty & Cacioppo, 1986b). Consequently, it is clear that a higher number of favourable arguments can lead to more favourable attitudes using either processing route of the ELM. Hence, it is hypothesised that:

H₁₁: Argument Quantity has a positive relationship with Attitude towards the Corporate Brand.

Corporate Credibility on Attitude towards the Corporate Brand

As discussed previously, Corporate Credibility is a type of source credibility. Research shows that the more believable and credible the message source, the more likely recipients will be influenced by the message content (Herbig & Milewicz, 1995). Furthermore, Mackenzie and Lutz (1989) found that advertiser credibility has a strong positive relationship with attitude towards the advertiser, which in this case is the corporate brand. Furthermore, Arora and Arora (2006) found that source credibility positively affects attitudes. Overall, previous research shows that a highly credible source is more likely to induce persuasion than a source with low credibility (Ohanian, 1990; Pornpitakpan, 2004).

Consumer reactions to advertisements are affected by both types of source credibility: endorser and Corporate Credibility (Goldsmith et al., 2000b). Corporate Credibility has been found to have a greater positive effect on attitude towards the brand and purchase intentions than endorser credibility (Goldsmith et al., 2000a, 2000b; Lafferty & Goldsmith, 1999). Furthermore, Corporate Credibility directly affects attitude towards to the brand, while for endorser credibility this is mediated by Attitude towards the Ad (Lafferty & Goldsmith, 1999). Overall, the literature shows that Corporate Credibility leads to more favourable brand attitudes. Hence, it is hypothesised that:

H₁₂: Corporate Credibility has a positive relationship with Attitude towards the Corporate Brand.

Attention and Elaboration on Attitude towards the Corporate Brand

The next hypothesis explains the direct effect of Attention and Elaboration on Attitude towards the Corporate Brand. Based the ELM, Attention and Elaboration determines what route to persuasion the consumer will take. High Attention and Elaboration is associated with central route processing, while low Attention and Elaboration is associated with peripheral route processing (Petty & Cacioppo, 1986a, 1986b).

Furthermore, issue-relevant elaboration results in a consumer accessing their brand schema and integrating the arguments into their brand schema (Petty & Cacioppo, 1986a). Similarly, Celsi and Olsen (1988) found that as the amount of attention paid to the ad declined, individuals had fewer brand-related elaborative cognitions. Provided advertisements elicit positive cognitions, Attention and Elaboration should positively affect consumer attitudes. This is reflected by the literature as research shows that increased elaboration has a positive effect on consumer attitudes provided the message is of high quality (Kao, 2012). Additionally, increased attention with advertisements creates more resistant brand attitudes (Petty & Cacioppo, 1986a).

Overall, research shows that increased in Attention and Elaboration results in more central processing, which should lead to more positive brand attitude provided argument quality is high (Kao, 2012; Petty & Cacioppo, 1984a, 1986b). As Argument Quality was accounted for in this research (see Section 3.5.1), it is hypothesised that:

H₁₃: Attention and Elaboration has a positive relationship with Attitude towards the Corporate Brand.

Attitude towards the Ad on Attitude towards the Corporate Brand

The effect of Attitude towards the Ad on Attitude towards the brand has been thoroughly investigated in the literature. Early on, Shimp (1981) suggested that Attitude towards the Ad directly affected attitude towards the brand and consequently, brand choice. Following on, Mitchell (1986) confirmed that Attitude towards the Ad and attitude towards the brand were indeed separate constructs and that Attitude towards the Ad affects consumers' brand attitudes. Muehling and Lacziak (1988) found a favourable Attitude towards the Ad led to a more favourable attitude towards the brand regardless of involvement levels. Furthermore, it has been found that, for non-comparative advertisements, Attitude towards the Ad can be used as a predictor for attitude towards the brand (Dröge, 1989). Additionally, it has been concluded that the effect of Attitude towards the Ad can be explained using the Dual Mediation Hypothesis, which states that Attitude towards the Ad has a direct as well as a mediated, through brand cognitions, effect on attitude towards the brand (Homer, 1990; Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986). Overall, it is clear that favourable views towards the ad can lead to favourable brand attitudes. Hence, it is hypothesised that:

H₁₄: Attitude towards the Ad has a positive relationship with Attitude towards the Corporate Brand.

3.3.5 Hypotheses Fifteen, Sixteen and Seventeen: Potential Moderating Relationships

The next three hypotheses explain the potential moderating relationships to be tested in this research. The first explores the moderation effect of Message Sidedness on the relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand. The second explores the moderation effect of Attention and Elaboration on the relationship between Message Sidedness and Attitude towards the Corporate Brand. The third explores the moderation effect of Attention and Elaboration on the relationship between Argument Quantity and Attitude towards the Corporate Brand.

Moderation 1: Message Sidedness Moderates the Relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand

As indicated in the conceptual model, Message Sidedness affects the relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand. The model predicts that two-sided messages moderate the effects of incongruence in advertising by providing resolution hints for the incongruity.

Message Sidedness is especially effective when the audience initially opposes the advertiser's argument (Eisend, 2006; Hovland et al., 1949; Kao, 2012). In this research, ad-brand incongruity is predicted to cause a disagreement with the advertisement and its arguments, as it does not match respondents' brand schema. Previous research showed that consumers react better to moderately incongruent messages than extremely incongruent messages because they are able to resolve the incongruence and assimilate it with their own brand schema (Halkias & Kokkinaki, 2013; Mandler, 1982; Meyers-Levy et al., 1994; Meyers-Levy & Tybout, 1989). If this assimilation is not possible, consumers' initial affective reaction is likely to be negative (Mandler, 1982). It is, consequently, predicted that in this research the incongruence will cause confusion and initial opposition towards the ads from consumers.

However, Lee and Schuman (2004) theorise that resolution hints or messages moderate the ability and motivation to process incongruent messages. Similarly, Alden et al. (2000) found that the easier the resolution, the closer the surprise information was linked with humour. Consequently, this research uses two-sided messages as an explanation for the incongruence between the advertisement and the brand.

As the negative arguments are acknowledging and explaining the incongruence, this should lead to reduced confusion. The linkages between the negative information and favourable arguments are important for the two-sided messages to be effective as previous research shows that a high correlation between negative and positive attributes increases positive effects of two-sided messages (Crowley & Hoyer, 1994). Furthermore, the favourable arguments should provide consumers with justification for the incongruence leaving consumers with more knowledge to resolve and accommodate the incongruent information in their brand schemas, which should ultimately lead to higher brand attitudes according the Schema Incongruity Theory (Mandler, 1982). Two-sided messages are predicted to have a

stronger positive effect corporate brand attitude when the ad is incongruent. Consequently, it is hypothesised that:

H₁₅: Two-sided messages moderate the relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand. Two-sided messages can be used to reduce negative effects ad-brand incongruence on Attitude towards the Corporate Brand. Two-sided messages are more effective with incongruent messages than with congruent messages because they explain the incongruence.

Moderation 2: Attention and Elaboration Moderates the Relationship between Message Sidedness and Attitude towards the Corporate Brand

The second moderating relationship in the conceptual model predicts that Attention and Elaboration moderates the relationship between Message Sidedness and Attitude towards the Corporate Brand.

Research shows that two-sided messages could be used as a central cue (Hale et al., 1991). Similarly, research has found that high involvement, which directly leads to high Attention and Elaboration, was needed for two-sided messages to enhance consumer confidence (Chebat & Picard, 1985). Furthermore, negative framing of message content can have positive effects provided recipients carefully process the message; otherwise positive framing should be used (Maheswaran & Meyers-Levy, 1990). It is predicted that Message Sidedness is more effective if Attention and Elaboration is high because Message Sidedness can be used as a central cue to persuasion. Consequently, it is hypothesised that:

H₁₆: Attention and Elaboration moderates the effect of Message Sidedness on Attitude towards the Corporate Brand. Two-sided messages are likely to be more effective when Attention and Elaboration is high.

Moderation 3: Attention and Elaboration Moderates the Relationship between Argument Quantity and Attitude towards the Corporate Brand

The third moderating relationship presented in the conceptual model states that Attention and Elaboration moderates the relationship between Argument Quantity and Attitude towards the Corporate Brand.

As previously mentioned, peripheral route processing occurs with low elaboration or message processing. When information is processed along the peripheral route, Argument Quantity has been found to be an important determinant of persuasion (Wang & Chen, 2006). Specifically, research suggests that an increased number of arguments leads to greater attitude change for low relevance conditions using peripheral processing (Petty & Cacioppo, 1984a). Similarly, when people are unmotivated or unable to pay close attention or process the message and engage in peripheral processing they can use a salient cue, like relatively few or many arguments, as a method of ad evaluation (Petty & Cacioppo, 1984a). Without evaluating the argument, more arguments can be seen as better (Petty & Cacioppo, 1984a). Overall, the literature shows that the effectiveness of Argument Quantity is determined by the level of Attention and Elaboration. Hence, it is hypothesised that:

H₁₇: Attention and Elaboration moderates the effect of Argument Quantity on Attitude towards the Corporate Brand. Argument Quantity is likely to have a greater impact when Attention and Elaboration is low.

3.4 COVARIATE VARIABLES

In addition to the hypothesised relationships, the effects of several covariate variables are considered due to their potential influence on the dependent variables over and above the effects of the independent variables as discussed earlier in this chapter.

3.4.1 Enduring Involvement

The first covariate is Enduring Involvement, which can be defined as “a person’s perceived relevance of the object based on inherent needs, values and interests” (Zaichkowsky, 1985, p. 342). For the purpose of this study, Enduring Involvement with the industry category of the chosen corporate brand was of interest. As this study uses a supermarket brand as the

corporate brand, this research is interested in respondents' Enduring Involvement with the retail category of supermarkets (as discussed in Chapter 4, Section 4.4.2). It is expected that respondents' involvement with supermarkets will affect how advertisements for PAK'nSAVE are processed. Research on audio-visual congruence indicates that the effects of congruence are dependent on involvement. It has been found that highly involved consumers deal better with incongruence (Lalwani, Lwin & Ling, 2009). Furthermore, Celsi and Olsen (1988) found that felt involvement acts as a motivator for consumers to increase attention and comprehension processes. Additionally, Zaichkowsky (1985, 1986) explains the importance of involvement on consumer perceptions of product importance, and consequently, information search. Petty, Cacioppo and Goldman (1981) acknowledge involvement as a determinant for different routes to persuasion (central and peripheral) by affecting consumer motivation to process the message. This research is interested in these different routes to persuasion based on the Congruence of an advertisement with the brand. However, it is expected that Attention and Elaboration as well the effectiveness of Message Sidedness (central cue) and Argument Quantity (peripheral cue) are also affected by involvement.

3.4.2 Need for Cognition

The second covariate variable acknowledged in this study is Need for Cognition, which can be defined as "an individual's tendency to engage in and enjoy effortful cognitive endeavours" (Cacioppo, Petty, Feinstein, & Jarvis, 1996, p. 197). Need for Cognition affects consumers' thinking processes and is likely to affect the attention and effort consumers will put into processing advertisements (Cacioppo et al., 1996). This may affect the Attention and Elaboration construct directly, where people with a high Need for Cognition are likely to display higher levels of Attention and Elaboration (Haugtvedt, Petty, & Cacioppo, 1992). Need for Cognition has also been found to moderate the effectiveness of two-sided messages, with high Need for Cognition individuals reaping higher attitudes towards the ad than individuals with a low Need for Cognition (Kao, 2011). Furthermore, Need for Cognition could affect how respondents process incongruity. Srivastava and Sharma (2012) found that individuals with a high Need for Cognition were more likely to react favourably to brand extension incongruity. Overall, Need for Cognition could affect how consumers process the message and influence the effects of Ad-Brand Congruence and Message Sidedness.

3.4.3 *Need for Change*

The third covariate to be taken into account is Need for Change, which can be defined as “the extent to which people view novelty and innovation as intrinsically valuable” (Wood & Swait, 2002, p. 3). Need for Change may influence the way consumers respond to incongruity in advertising in this research. Previous research shows that Need for Change moderates how incongruity in brand extensions is accepted by consumers, with consumers with high Need for Change responding most favourably to brand extensions that are moderately incongruent (Srivastava & Sharma, 2012). Consequently, Need for Change is expected to moderate the relationships between Ad-Brand Congruence and consumer Attitudes towards the Ad and the brand.

3.4.4 *Prior Brand Attitude*

The fourth covariate considered for this research is the respondent’s Prior Brand Attitude. The message sidedness literature claims that Prior Brand Attitude is an important determinant of the effectiveness of two-sided messages (Crowley & Hoyer, 1994). Two-sided messages are most effective when changing negative or neutral prior attitudes to positive attitudes (Eisend, 2007). Two-sided messages can still be used favourably when the consumer holds a positive prior attitude as long as the consumer is aware of the negative information revealed in the message (Crowley & Hoyer, 1994). Hence, prior brand attitudes affect how consumers react to negative information in an advertisement. Consequently, Prior Brand Attitude is considered.

3.4.5 *Brand Familiarity*

The fifth covariate is Brand Familiarity, which for the purpose of this research also includes brand awareness, knowledge and experience. Brand Familiarity moderates the relationship between incongruity and consumer attitudes, as research has found that incongruent advertisements can lead to positive attitudes with high Brand Familiarity (Dahlén & Lange, 2004; Dahlén et al., 2008; Lange & Dahlén, 2003). Similarly, Delgado-Ballester et al. (2012) found that moderate consistency was more favourable for familiar brands, while unfamiliar brands required high consistency. However, Peracchio and Tybout (1996), who examined the role of prior knowledge for schema-based product evaluation, found that congruity did not have an effect for consumers with elaborate knowledge as they are able to match most

information to the brand schema, while moderate incongruity did yield positive responses for consumers with limited knowledge. Consumers' brand knowledge provides the foundation for their "brand image" of this brand (Sjödin & Törn, 2006). Consequently, incongruity is assessed based on a mismatch between the information provided and the consumer's brand knowledge (Gasiorowska & Grochowska, 2012; Sjödin & Törn, 2006). Brand awareness is, therefore, a prerequisite to identify ad-brand incongruity.

Furthermore, if prior brand attitudes are based on experience, they are held with more confidence (Lafferty & Goldsmith, 2005) and should be less susceptible to incongruity. Due to its importance in determining Ad-Brand Congruence, Brand Familiarity affects how consumers react to incongruent advertisements and is considered in this research.

3.4.6 Socio-Demographic Variables

Apart from the five specific covariate variables, the influences of several socio-demographic variables (age, gender, education, occupation, and perceived income level) are also considered. Previous studies indicate that these variables can act as predictors of how consumers respond to advertising. Wang and Chen (2006), for example, found that age affects working memory and hence, consumers' cognitive resources to process persuasive information leading to reduced elaboration of message content and higher reliance on peripheral processing. Furthermore, research shows that education affects how consumers respond to two-sided messages – two-sided messages were found to be more effective on consumers with a higher education (Anderson & Golden, 1984). Overall, socio-demographic variables have been found to affect the way consumers react to advertising and are considered in this research.

3.5 CONFLATING VARIABLE

In addition to the covariate variables, Argument Quality is identified as a conflating variable, which is discussed in the following section.

3.5.1 *Argument Quality*

Argument Quality has been shown to be a significant influencer of consumer attitudes. Specifically, Argument Quality is most effective when central processing occurs, while other factors also known as peripheral cues are more effective with peripheral processing (Petty & Cacioppo, 1986a). Similarly, the message sidedness literature stresses the importance of Argument Quality in two-sided message for central route processing, while Argument Quantity is likely to have a greater effect for peripheral processing (Eisend, 2007). Consequently, the effects of increased Attention and Elaboration are moderated by Argument Quality (Kao, 2012).

Research that investigates the effects of different persuasion variables (other than Argument Quality) using the ELM control for Argument Quality in order to observe the real effects of the variables of interest (e.g. Wang & Chen, 2006). As it is hypothesised that consumer will take a different processing route based on the Ad-Brand Congruence, Argument Quality could affect attitudes those consumers with central processing more than those with peripheral processing different. This is specifically the case for central processing, where strong arguments are found to increase persuasion, while weak arguments have been found to decrease persuasion (Kao, 2012). Ideally, Argument Quality is maintained consistent between manipulations; however, in this research Congruence affects perceptions of Argument Quality and instead, the model will be tested while accounting for Argument Quality (see Section 5.7)

3.6 CHAPTER SUMMARY

The purpose of this chapter was to explain and discuss the conceptual model used in this research. Once the conceptual model was introduced and its theoretical foundation was explained, a discussion on the hypotheses and dependent relationships was presented. Building on the model and hypotheses presented in this chapter, the next chapter provides a discussion on the methodology used in this research.

4 METHODOLOGY

4.1 INTRODUCTION

This chapter explains the research methodology used to test the hypothesised relationships presented in Chapter Three. This chapter starts with an overview of the research design. This is followed by a detailed discussion on the experimental design, which focuses on developing the advertisements for the manipulated conditions. The next section covers the development of the questionnaire as well as a discussion of the experimental procedures used in this research. Finally, the manipulation checks are discussed in the results of the pre-testing procedures, as well as the changes made as a result.

4.2 RESEARCH DESIGN

As previously discussed, when a company repositions itself and starts advertising this repositioning, without adequately informing the consumer, the consumer may perceive this advertising to be incongruent, as it does not match their brand schema. This incongruence refers to advertisement-brand incongruence, which is a type of information incongruence (Dahlén et al., 2005). Information incongruence is often measured on the three dimensions of Congruence, moderate incongruence and extreme incongruence (e.g. Cheong & Kim, 2011; Halkias & Kokkinaki, 2012, 2013; Meyers-Levy & Tybout, 1989; Srivastava & Sharma, 2012). Using these dimensions, consumers' reactions to incongruence were examined using a factorial experimental design.

Two-sided messages were used as resolution hints for incongruence to create favourable consumer attitudes. Furthermore, the effect of the number of arguments in the advertisements was observed. Print advertisements were found to be an appropriate procedure for these persuasion techniques to be manipulated (see Section 4.4.3).

4.3 EXPERIMENTAL DESIGN

This research adopted a 3x2x2 between-subjects factorial design to test the effects of Perceived Ad-Brand Congruence (congruent, moderately incongruent and extremely incongruent), Message Sidedness (one- and two-sided) and Argument Quantity (high and

low), in print advertisements, on consumer attitudes. Consequently, Ad-Brand Congruence, Message Sidedness and Argument Quantity were manipulated as independent variables to provide 12 different conditions (see Tables 4.1, 4.2 and 4.3).

		Argument Quantity	
		Low	High
Message Sidedness	One-sided	Manipulation 1	Manipulation 2
	Two-sided	Manipulation 3	Manipulation 4

Table 4.1: Manipulations for the Congruent Brand Positioning

		Argument Quantity	
		Low	High
Message Sidedness	One-sided	Manipulation 5	Manipulation 6
	Two-sided	Manipulation 7	Manipulation 8

Table 4.2: Manipulations for the Moderately Incongruent Brand Positioning

		Argument Quantity	
		Low	High
Message Sidedness	One-sided	Manipulation 9	Manipulation 10
	Two-sided	Manipulation 11	Manipulation 12

Table 4.3: Manipulations for the Extremely Incongruent Brand Positioning

4.4 Stimulus Development

4.4.1 Selection of a Retail Brand as a Corporate Brand

The selection of a suitable corporate brand was of great importance. The corporate brand chosen for this research had to be relevant to respondents as well as have a well-defined brand image. A retail brand was chosen for the corporate brand due to its accessibility and relevance to consumers, which is reflected by previous usage of retail brands in the corporate branding literature. For example, Papasolomou and Vrontis (2006) explored the role of

internal marketing in corporate branding using a retail bank brand. Furthermore, Burghausen and Fan (2002) used the retail sector to explore the holistic nature of corporate branding.

Within the corporate branding literature, there are studies that specifically focus on the retail corporate brand image. For example, Martenson (2007) explored corporate brand image of stores using corporate store image, store brands and stocked manufacturers' brands. Similarly, Bravo, Montaner and Pina (2010) developed a scale to measure corporate image in retail banking. Furthermore, Da Silva and Alwi (2006) explored the effects of brand attributes on the corporate brand image for book retailers.

Additionally, the retailing literature emphasises the acceptance and importance of corporate branding in the retail sector with an increasing number of retailers embracing corporate branding (Burt & Sparks, 2002). For example, Alexander and Colgate (2005) suggests that retailers use private label or store brands not just for profit, but to increase their corporate brand equity.

Overall, the use of a retail brand as a corporate brand deemed appropriate for this research based on both the corporate branding literature, as well as the retail branding literature. Within the retail sector, the supermarket chain PAK'nSAVE was chosen as the corporate brand, which is discussed in the next section.

4.4.2 Selection of the Grocery Sector and PAK'nSAVE

For the purpose of this research, a corporate brand was chosen from the food retail industry, the grocery sector. The grocery sector was selected due to its likely relevance to a large part of the population. On average, involvement with grocery shopping and stores is believed to be moderately high for most people of 18 years and older as grocery shopping is likely to have some relevance for most consumers. Though involvement levels are expected to be moderately high, they are not expected to be extreme as grocery shopping is mostly habitual (Geiger, 2007). Additionally, relevance should be high to a large number of New Zealanders, as PAK'nSAVE is found in most of New Zealand's main centres with 50 stores throughout New Zealand (Foodstuffs NZ Ltd, 2013a).

Within the grocery sector, the PAK'nSAVE brand, owned by Foodstuffs NZ Ltd (Foodstuffs NZ Ltd, 2013a) was chosen for this research for several reasons. Firstly, PAK'nSAVE has a very clear brand image and positioning as an "everyday low price" retailer (EDLP) (Hoch,

Dreze & Purk, 1994, p. 16), by adopting a “food warehouse” layout (PAK'nSAVE, 2013b). This brand image was assessed in the pre-study before developing the different manipulations (see Section 4.5). PAK'nSAVE's brand image has been consistent for a number of years and is portrayed consistently in its advertising. A 2012 survey, by an independent research company, found that PAK'nSAVE was New Zealand's number one value for money brand with 95% of New Zealanders associating PAK'nSAVE with good value (Pak'nSAVE, 2013c). PAK'nSAVE's strong and clear brand image makes the brand highly recognisable in the mind of the New Zealand consumer. Consequently, the brand image was easy to re-position in order to create the incongruence between the advertisement and the respondent's brand schema.

Finally, PAK'nSAVE's advertising, apart from being consistent, is very simplistic. Consequently, any advertisements created for the different manipulated conditions were likely to reflect the quality of actual advertisements. It was important that the advertisements are of the same quality to not affect Attitude towards the Ad.

Overall, PAK'nSAVE was chosen due to its high relevance, clear brand image as well as its consistent, clear, and simple advertising.

4.4.3 Considerations for Developing Print Advertisements

This research used print advertisements for two reasons: reader-paced processing and relevancy to PAK'nSAVE's current advertising. Firstly, print media is reader-paced, and therefore, well-suited for research concerning information incongruity (Lee 2000). Specifically, print media allows respondents to process the advertisements and any incongruity present for as long as they want, allowing for differences in Attention and Elaboration levels.

The second reason print media was chosen was due to its relevancy. Supermarkets, including PAK'nSAVE, regularly use print advertisements, mainly in newspaper and billboard formats. For the purpose of this research, landscape advertisements with a two by three ratio were developed, with intention that the advertisement could be placed as a half page newspaper advertisement, a double spread magazine advertisement, or be altered to a billboard advertisement. Additionally, this format was most suitable to manipulate the Argument

Quantity variable. Furthermore, the landscape advertisement utilises the respondent's screen best as the experiment was conducted online.

4.4.4 Developing the Advertisements

To create the 12 different manipulated conditions outlined in Tables 4.1, 4.2 and 4.3, 12 different PAK'nSAVE advertisements were developed. Each of the 12 advertisements was manipulated to encompass the level of Ad-Brand Congruence, Message Sidedness and Argument Quantity required.

For the advertisements to be as realistic as possible the original PAK'nSAVE logo was incorporated in each manipulation (see Appendix 8.1). For the congruent and moderately incongruent manipulations, PAK'nSAVE's original advertising guided the development of the advertisements, resulting in the use of the monotone yellow background and the inclusion of speech bubbles representing a dialogue between two stickman. When manipulating Argument Quantity, the speech bubbles also aided in maintaining a clean layout and avoiding clutter in the advertisements. Overall, the congruent and moderately incongruent advertisements used a similar visual style to actual PAK'nSAVE advertising.

For the extremely incongruent manipulation, the advertisement was designed to be as distinct from PAK'nSAVE's advertisements as possible. This was decided upon after the first pre-test showed the initial less extreme manipulations were not significantly different from their moderately incongruent counterparts (see Section 4.9.2). Consequently, the monotone yellow background, stickman and speech bubbles were replaced by a colourful picture of fresh produce in boxes and paper bags (see Appendices 8.1.9 – 8.1.12).

For the congruent and moderately incongruent manipulations, the negative statement(s) were included through a dialogue between two stickman (see Appendices 8.1.1 – 8.1.8), while for the extremely incongruent manipulation this was done through an improvements-versus-trade-offs list (see Appendices 8.1.9 – 8.1.12).

For the repositioning to cause ad-brand incongruence the moderately and extremely incongruent advertisements adopted a sustainable brand positioning. The justification and explanation for this is illustrated in the next section. The sections following discuss specific procedures used to manipulate each independent variable.

4.4.5 *Sustainability Context Justification*

This research used a sustainability context to reposition the PAK'nSAVE brand causing perceived incongruence in the consumer's mind. This was done for several reasons including a lack of sustainability in PAK'nSAVE's current brand image and the appropriateness of sustainability practices to food retailers.

First, it needs to be noted that this research adopted the triple bottom line approach to sustainability, also known as the three E's (environment, equity and economy), rather than focusing on the just the environmental aspect of sustainability (Bansal, 2005; Hunt, 2011).

The sustainability literature showed that retailers, including food retailers, are engaging in sustainability practices, which indicates the appropriateness for PAK'nSAVE to incorporate sustainability in a potential brand re-positioning. For example, Jones, Comfort and Hillier (2007) investigated how food stores in the UK used CSR to communicate with consumers in store (point of sale). Furthermore, sustainability has been adopted as a brand positioning direction by many different brands in the last decade, including global companies like Starbucks, the Body Shop and BP (Sheth et al., 2011; Stuart, 2011; Wagner et al., 2009). In the grocery sector, sustainability has been acknowledged and a sustainable positioning or practices have been adopted by many grocery stores (Jones et al., 2007).

Furthermore, sustainability has been adopted by other New Zealand supermarkets, but not by PAK'nSAVE who have chosen to position themselves based on low price. New Zealand's grocery stores are either part of the New Zealand owned company Foodstuffs or the Australian company Progressive Enterprises. Foodstuffs owns three main grocery store brands, including: PAK'nSAVE, New World and Four Square (Foodstuffs NZ Ltd, 2013a). Apart from PAK'nSAVE, there are 137 New World stores, which aim to deliver the best shopping experience; and 276 Four Square stores, which aim to reach all New Zealanders (Foodstuffs NZ Ltd, 2013a). In New Zealand, Progressive Enterprises own the three other main grocery store brands, including: Countdown, Fresh Choice and Super Value (Progressive Enterprises Limited, 2014). Countdown is one of New Zealand's leading supermarket with 165 stores nationwide, while Fresh Choice and Supervalu locally provide friendly service and value with a further 56 stores throughout the country (Progressive Enterprises Limited, 2014).

The New Zealand supermarkets that have incorporated sustainability in their brand positioning mainly focus on the social equity dimension, by sponsoring community initiatives or charities, which has been done by New World, Four Square, Countdown, Super Value and Fresh Choice (Countdown, 2013; Foodstuffs NZ Ltd, 2013b; Wholesale Distributors Ltd., 2013a, 2013c). Alternatively, PAK'nSAVE's website and advertising does not focus on sponsorship or other community engagement; instead, they are all about how the consumer can save money (PAK'nSAVE, 2013d). PAK'nSAVE's website does mention that they support Canteen, a New Zealand organisation that supports young people with cancer, by helping them with their bandana campaign (PAK'nSAVE, 2013e). However, this is given low importance as indicated by its location on the website – this page cannot be found from the homepage and requires extensive site navigation (PAK'nSAVE, 2013e). From an environmental perspective, New World is the only supermarket that mentions environmental impacts on their website, while Fresh Choice mentions reducing waste (Foodstuffs NZ Ltd, 2012; Wholesale Distributors Ltd., 2013b). From the economic dimension of sustainability all grocery brands mention New Zealand or being locally owned on their website except Countdown.

Overall, it is clear that sustainability is a positioning that has been adopted in the grocery sector worldwide and in New Zealand. PAK'nSAVE, however, has not adopted any elements of sustainability in their brand image apart from advertising they are '100% New Zealand owned' and by supporting the Canteen bandanna campaign (PAK'nSAVE, 2013a). Consequently, sustainability was found to be an appropriate repositioning for PAK'nSAVE, which is likely to cause incongruence with respondents' existing brand schema. The next section discusses different levels of Congruence that were manipulated.

4.4.6 Determining Levels of Congruence

In the literature, the congruence dimension has been manipulated on either two or three levels. When manipulating Congruence on two levels, research has made a distinction between perceived congruence and incongruence (e.g. Dahlén & Lange, 2004; Dahlén et al., 2005; Dahlén et al., 2008; Lange & Dahlén, 2003; Törn & Dahlén, 2008). However, Schema Incongruity Theory (Mandler, 1982) distinguishes between moderate and extreme incongruity resulting in three levels of Congruence. Consequently, there is a stream of research which acknowledges this distinction and has adopted three levels of perceived incongruity (e.g. Cheong & Kim, 2011; Delgado-Ballester et al., 2012; Halkias & Kokkinaki,

2012, 2013; Meyers-Levy & Tybout, 1989; Srivastava & Sharma, 2012). Moderate incongruence is most common to real-life marketing situations (Sjödin & Törn, 2006). However, this research is interested in the effect of a re-positioning of the corporate brand, which could be seen as extremely incongruent in the eye of the consumer. Consequently, this research makes the distinction between moderate and extreme incongruence, and adopts the three level perspective of Congruence.

4.4.7 Manipulating Congruence

Congruence was manipulated using Heckler and Childers' (1992) dimensions of incongruity: expectancy and relevancy. The dimensions are based on research exploring incongruity based on themes, where expectancy refers to "the degree to which an item or piece of information falls into some predetermined pattern or structure evoked by the theme" (p. 477), and relevancy refers to "material pertaining directly to the meaning of the theme and how information contained in the stimulus contributes to or detracts from the clear identification of the theme or primary message being communicated" (p. 477). Using these dimensions, where PAK'nSAVE's brand image can be seen as the theme, Congruence was manipulated based on the expectancy and relevancy to the brand image. Similarly, the literature acknowledged that congruity can be depicted by a match between a product/advertisement and the consumer's brand schema, while incongruity can be represented by a mismatch (Fiske, 1982; Mandler, 1982; Meyers-Levy & Tybout, 1989).

All advertisements for the manipulated conditions were developed using the pre-study. The pre-study tested several slogans and potential arguments for the different Congruence levels based on perceptions of PAK'nSAVE's current brand image and an incongruent brand repositioning focusing on sustainability. The pre-study explored respondents' perceptions of PAK'nSAVE's current brand image by asking respondents what they associated with PAK'nSAVE's. Arguments were checked according to these brand associations to determine levels of Congruence. Further details on the pre-study are discussed in Section 4.5.

The congruent advertisements were adapted from an existing PAK'nSAVE advertisement with its original slogan, logo, colours, and imagery. For the arguments to be relevant and expected, they were taken from existing PAK'nSAVE advertisements or facts from the website. For example, "We have been the cheapest supermarket for 11 years in a row". For the negative statement(s) this manipulation focused on PAK'nSAVE's 'cheap' brand image.

For example, “But they charge for plastic bags”. See Appendices 8.1.1 - 8.1.4 for all advertisements that were manipulated congruently.

For the moderately incongruent condition, the advertisements were developed as if PAK’nSAVE had adopted sustainability into their brand image, while still acknowledging some of its existing brand values by including their focus on value. Similarly, Delgado-Ballester et al. (2012) manipulated moderate consistency by developing an alternative set of brand associations. Visually, the moderately incongruent advertisements still looked similar providing high levels of expectancy. Verbally, the advertisements included some expected and currently relevant statements; however, most statements were not relevant to PAK’nSAVE’s current brand image and would have been perceived as unexpected. For example, “PAK’nSAVE display food miles with the environmental impact of products.” The negative statement(s) focused on the change in brand image. For example, “Low prices are no longer our priority”. See Appendices 8.1.5 - 8.1.8 for all moderately incongruent advertisements.

It is acknowledged in the literature that it is harder to distinguish between moderate and extreme incongruence (Meyers-Levy & Tybout, 1989). Consequently, for the extremely incongruent condition, the advertisements were developed as if PAK’nSAVE had completely repositioned themselves by focusing solely on sustainability and dropping their core value of low prices. The arguments in the advertisements reflected this change in values by focusing on sustainability. Visually, the advertisements adopted a colourful image of fresh produce in boxes and paper bags, which mention “100% organic” and “fresh local produce”. As yellow was seen as a common association with PAK’nSAVE (see pre-study discussion Section 4.5), this change was likely to be unexpected and seen as irrelevant for a PAK’nSAVE advertisement. The negative statement(s) focused on the repositioning. For example, “Low prices are no longer our priority”. See Appendices 8.1.9 - 8.1.12 for all extremely incongruent advertisements.

4.4.8 Determining Levels of Message Sidedness

According to the literature, traditional advertising messages are positive or one-sided (Eisend, 2007). A message is perceived two-sided if at least one of the arguments or one of the attributes in the advertisement is unfavourable regarding the product or advertiser (Eisend, 2007).

For the purpose of this research, a one to two ratio (negative: positive) was used in the two-sided manipulation while only the positive statements were used in the one-sided manipulation. This ratio was chosen because it allowed for the least number of total arguments (see Argument Quantity Section 2.5.4), while maintaining the percentage of negative information within 40% to maintain advertiser credibility as recommended by the literature (Crowley & Hoyer, 1994).

4.4.9 Manipulating Message Sidedness

Apart from determining the levels of Message Sidedness, it was important that Message Sidedness is manipulated similarly in all conditions. Apart from the number of negative arguments, the nature of the negative information and placement of the negative information was also important to consider when manipulating Message Sidedness.

The ‘nature of the negative information’ needed to be considered as a negative statement regarding something trivial was likely to be judged as a smaller amount of negative information than a negative statement regarding an important attribute or issue (Crowley & Hoyer, 1994). For this research, the negative statement involved the brand positioning PAK’nSAVE portrayed in each of the advertisements. This entailed that for the congruent advertisements, the negative statements highlighted the ‘cheap’ part PAK’nSAVE’s current brand image, while for the moderately and extremely incongruent manipulations, the negative statement highlighted the change in brand positioning.

Furthermore, the placement of the negative message needed to be consistent as this could affect how the consumers react to the message. The literature indicates different perceptions of the ideal placement of negative information. Preferably, the negative information is placed early on but not first, due to primacy effects, which allows for positive arguments to anchor the negative information (Crowley & Hoyer, 1994; Hastak & Park, 1990).

For this research the negative information either had to be placed last or first because of the design restrictions. To enhance the anchoring effect, the negative information was placed last and pointed out the incongruence (see Appendices 8.1.3, 8.1.4, 8.1.7, 8.1.8, 8.1.11 and 8.1.12). Overall, this should help respondents to make sense of the message and help enhance the positive arguments. For the one-sided manipulations, the negative message was simply omitted from the advertisements (see Appendices 8.1.1, 8.1.2, 8.1.5, 8.1.6, 8.1.9 and 8.1.10).

4.4.10 Determining Levels of Argument Quantity

Most previous research used a dual-process theory when looking at Argument Quantity as an persuasion technique. The literature used different ratios of low to high Argument Quantity to check Argument Quantity's effect on persuasion. The most common ratio of Argument Quantity has been 3:9 (Petty & Briñol, 2008; Petty & Cacioppo, 1984a; Wang & Chen, 2006). However, other ratios included 3:7 (Golden & Alpert, 1987), 1:8/10 (Cook, 1969), 2:10 (Cook, 1969), 2:6 (Chaiken, 1980), 1:3 (Harkins & Petty, 1981), 3:6 (Petty & Cacioppo, 1984a), and 1:5 (Chaiken, 1980). Overall, the literature used a ratio of low to high number of arguments.

This research initially adopted a 3:9 ratio in the first pre-test (see Section 4.9.2). However, due to low perceived differences, this ratio was increased to 3:15 for the second pre-test (see Section 4.9.2.2).

4.4.11 Manipulating Perceived Argument Quantity

This research is different to previous research examining Argument Quantity, as Message Sidedness affects the number of arguments. Initially, this research went for a 3:9 Argument Quantity ratio where the negative argument was kept constant at one (see more details in Section 4.9.2). However, this meant the ratio of positive to negative arguments changed depending on the Argument Quantity condition. Consequently, the negative message was included in the argument count for the second pre-test and main experiment. Levels of Argument Quantity allowing for an effective ratio of negative to positive arguments were determined. For the low Argument Quantity condition, the minimum number of arguments had to be three allowing for a 1:2 negative to positive ratio that was needed to manipulate Message Sidedness. For the high Argument Quantity condition, the same ratio was adopted for a total of 15 arguments, which meant 5:10 negative to positive ratio for the two-sided condition. See Table 4.1 for the exact number of arguments used for different levels of Message Sidedness.

		Argument Quantity	
		Low	High
Message Sidedness	One-sided	3	15
	Two-sided	3 (1:2)*	15 (5:10)*

* Indicates the ratio of negative to positive arguments.

Table 4.4: Number of Arguments for Different Levels of Message Sidedness

4.5 PRE-STUDY – EXPERT PANEL

To develop the advertisements used for the different manipulations a short pre-study in the form of a survey was conducted by 20 experts. The expert panel consisted of marketing academics and postgraduate students from the University of Canterbury as well as the University of Otago. The purpose of the survey was to help develop the advertisements for the different manipulated conditions and was administered on Qualtrics. A copy of the survey can be found in Appendix 8.2. When reading this section it needs to be considered that the results from this pre-study were used to develop the manipulations for the first pre-test (Appendix 8.3).

First, the survey asked respondents for their top five associations with the PAK'nSAVE brand. This was done to identify what associations would be perceived congruent with the brand and followed a similar procedure used by Delgado-Ballester, Navarro and Sicilia (2012). The top five associations accompanied with the number of responses were: cheap (18), yellow (10), stickman (6), no frills (4), and basic (4). Other responses which were mentioned included big, low quality, warehouse feel, bargain, bulk, unsophisticated, humour, honest, limited product selection, packing own bags, and no free bags. These associations confirmed the suitability of the arguments and aided the visual development of the manipulations.

Second, the survey checked the congruence of potential slogans with PAK'nSAVE's current brand image to determine which slogan to use for the moderately and extremely incongruent advertisements. The means for the slogan congruence were ranked and can be viewed in Table 4.5. A one-sample t-test was conducted for all slogans to ensure they were significantly different from neutral. As expected, results show that the original slogan was the most congruent (mean = 5.80) and was found to be significantly different from neutral ($p < .01$).

The most incongruent slogan (mean = 2.70) was found to be significantly different from neutral ($p < .01$). The moderately incongruent slogan (mean = 3.35) was determined by the biggest gap with the extremely incongruent slogan.

No.	Slogan	Mean (out of 7)
1	“Our policy: NZ’s lowest food prices” (original)	5.80
2	“We are working towards a more sustainable NZ”	3.35
3	“Looking after NZ”	3.10
4	“Our policy: A more sustainable NZ”	2.70

Table 4.5: Potential Slogans

Furthermore, the Argument Quality of potential arguments was assessed by measuring argument strength (e.g. Petty & Cacioppo, 1984a). For each level of Congruence, potential arguments were ranked based on argument strength (weak/strong) and argument favourability (positive/negative). For each manipulation the nine strongest arguments were used and their means were found to be above neutral. For the low Argument Quantity manipulation the top three strongest arguments were selected. When constructing the manipulations, the face validity of the arguments was assessed and small changes were made to some arguments to improve their quality. Manipulations can be viewed in Appendix 8.3. The specific process for each manipulation (based on Congruence) follows.

For the congruent manipulation, out of the 14 arguments (where it was expected that 12 would be perceived favourably and two unfavourably) the top strongest nine arguments had means ranging from 5.20 - 4.30. It was found that these arguments were all in the top nine most favourable (positive). For the negative statements the most negative statement (mean = 2.15) was chosen, which was also found to be the weakest (mean = 3.00). One-sample t-tests were conducted to ensure the arguments were either favourable (or unfavourable) and significantly different from a neutral scoring. All arguments (top nine positive and negative) had a significant difference at a 95% confidence level between their mean and the neutral value.

For the moderately incongruent manipulation, out of the 18 potential arguments (where it was expected that 14 would be perceived favourably and four unfavourably) the top nine strongest arguments were selected with means ranging from 5.80 - 4.45. The top nine arguments were in the top 10 positive arguments. For the negative arguments, the most negative argument

was chosen (mean = 3.29), which was also the weakest arguments (mean = 3.43). One-sample t-tests were conducted to ensure the arguments were either favourable (or unfavourable) significantly different from a neutral scoring. All positive arguments had a significant difference at a 95% confidence level.

For the extremely incongruent manipulation, out of the 22 potential arguments (where it was expected that 17 would be perceived favourably and 5 unfavourably), the strongest top nine arguments were selected, which had argument strength means ranging between 5.25 - 4.55. All top nine positive arguments had high positivity rating with means ranging for 5.70 - 4.95. One sample t-tests were conducted to ensure that all arguments had a significant positivity rating compared to a neutral mean. The negative argument was chosen based on the lowest positivity ratings (mean = 2.20), which was also found the weakest (mean = 2.65). The one-sample t-test indicated that this argument is significantly different from the neutral mean ($p < .01$).

4.6 QUESTIONNAIRE DEVELOPMENT

4.6.1 *Independent Variables Measures*

4.6.1.1 Perceived Ad-Brand Congruence (Congruence)

Congruity in advertising has been measured in a variety of ways such as through brand association checks, in-depth probes and scales. Heckler and Childers' (1992) well-cited definition and measure of incongruence, based on the expectancy and relevancy of a piece of information, has been used to measure schema incongruity by several studies (Halkias & Kokkinaki, 2012, 2013; Lee, 2000; Lee & Mason, 1999). However, a three-item semantic differential scale adapted from Rifon, Choi, Trimble & Li (2004), who used it to measure the congruence between Website content and a sponsor was found more appropriate, as it was able to measure the congruence of the advertisement with PAK'nSAVE's brand image. The exact wording of the scale is presented in Table 4.6.

<i>Coding</i>	<i>Semantic-Differential Items</i>
	<i>To what degree did the advertisement match PAK'nSAVE's brand image?</i>
CON1	Not compatible/ Compatible
CON2	Not a good fit/ Good fit
CON3	Not congruent/ Congruent

Table 4.6: Semantic-Differential Items for Perceived Ad-Brand Congruence

4.6.1.2 Perceived Message Sidedness

In the literature, Message Sidedness is often manipulated through the inclusion of a negative product attribute where this manipulation is checked by looking at the favourability (negative/positive) and strength (weak/strong) ratings of the attributes presented in an advertisement (Chebat & Picard, 1985; Hastak & Park, 1990; Pechmann, 1992). Additionally, product attribute effectiveness (Belch, 1983) and open-ended answers to check for negative content (Bohner et al., 2003) have also been used to check the Message Sidedness manipulation. However, as this study examined corporate branding, these methods were not deemed appropriate for this research. Hence, Message Sidedness was measured using consumer perceptions of the advertisement. This was done by asking respondents the extent to which they perceived the message to have both negative and positive content on a seven-point Likert scale (agree/disagree) as was done by Hastak (1990), and Kao (2012, 2013). Three further items were added to improve the reliability of the scale; see Table 4.7 for the full scale. Furthermore, the respondents were asked whether they perceived the message induced a positive or negative effect on a semantic differential scale adopted from Winter and Kramer (2012).

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
MS1	The PAK'nSAVE advertisement contained negative AS WELL AS positive information regarding PAK'nSAVE.
MS2	The PAK'nSAVE advertisement contained positive information, but ALSO included some negative information regarding PAK'nSAVE.
MS3	In the PAK'nSAVE advertisement, NOT all the information regarding PAK'nSAVE was positive.
MS4	The PAK'nSAVE advertisement contained ONLY positive information about PAK'nSAVE. (r)*

*(r) = reverse scaled item

Table 4.7: Likert Items for Perceived Message Sidedness

4.6.1.3 Perceived Argument Quantity

Consumer perceptions of Argument Quantity have been measured using an estimated number of arguments (Friedrich et al., 1996; Petty & Cacioppo, 1984a). As previously discussed, the argument quantity literature is concerned with the number of arguments and whether respondents perceive a significant difference between a low and high number of arguments. Consequently, it was appropriate to ask respondents for an estimation of the number of arguments. However, respondents' estimation of the number of arguments does not measure whether respondents perceive the argument quantity to be high or low. Hence, a three-item seven-point semantic differential scale was developed to measure respondents' perceptions of Argument Quantity (see Table 4.8).

<i>Coding</i>	<i>Semantic-Differential Items</i>
	<i>I thought the number of arguments in the PAK'nSAVE advertisement was:</i>
AQ1	Low/ High
AQ2	Not very many/ A lot
AQ3	Small/ Big

Table 4.8: Semantic Differential Items for Perceived Argument Quantity

4.6.2 *Dependent Variables*

4.6.2.1 Perceived Corporate Credibility

Corporate Credibility refers to the expertise and trustworthiness of the firm (Newell & Goldsmith, 2001). To measure Corporate Credibility in this research, a similar process to Newell and Goldsmith (2001) was adopted. This included the addition of a pre-question, which asked the respondents to rate PAK'nSAVE on a 7-point semantic differential scale (not credible/credible). After this, Newell and Goldsmith's (2001) eight-item seven-point Likert scale (agree/disagree) was used to measure Corporate Credibility as shown in Table 4.9.

In Newell and Goldsmith's (2001) study, the eight-item measure had high construct reliability with an alpha of .91 for the high credibility sample, and .86 for the low credibility sample. This measure is bi-dimensional as the scale was constructed from a set of subscales based on the expertise and trustworthiness dimensions. For Newell and Goldsmith, each of these subscales had an acceptable internal consistency with alphas of .88 (high credibility)

and .77 (low credibility) for the expertise subset, while the trustworthiness subset had alphas of .91 (high credibility) and .84 (low credibility).

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
CC1	PAK'nSAVE is an experienced supermarket.
CC2	PAK'nSAVE is skilled in what they do.
CC3	PAK'nSAVE has great expertise.
CC4	PAK'nSAVE is not an experienced supermarket. (r)
CC5	I trust PAK'nSAVE.
CC6	PAK'nSAVE makes truthful claims.
CC7	PAK'nSAVE is honest.
CC8	I do not believe what PAK'nSAVE tells me. (r)

*(r) = reverse scaled item

Table 4.9: Likert Scale for Perceived Corporate Credibility

4.6.2.2 Perceived Attention and Elaboration

The Attention and Elaboration construct has already been proposed as an outcome variable of the brand image incongruity (Sjödén & Törn, 2006). Furthermore, Attention and Elaboration is present in the message sidedness literature, which explores ‘attention and motivation to process the message’ using Inoculation Theory and Optimal Arousal Theory (Crowley & Hoyer, 1994; Eisend, 2006, 2007). Furthermore, it is derived from the concept of elaboration in the ELM literature (e.g. Petty & Cacioppo, 1986a).

Attention and Elaboration has been measured in many ways, including: recording the number of message-related thoughts (Bohner et al., 1992; Bohner et al., 2003; Celsi & Olson, 1988; Meyers-Levy et al., 1994; Muehling, Lacznia, & Stoltman, 1991); measuring post-viewing information search (Ozanne et al., 1992); examining the effects of argument strength to determine elaboration levels (Claypool et al., 2004); as well as attribute-based measures of the amount of processing (Bohner et al., 2003). However, for this research it seemed more appropriate to measure exact viewing time as well as Perceived Attention and Elaboration.

Scales from separate sources were adapted to measure Attention and Elaboration, as was done in Celsi and Olsen (1988). First, the time respondents viewed the advertisement was measured, as done in previous research (e.g. Celsi & Olson, 1988; Dahlén et al., 2008; Halkias & Kokkinaki, 2012, 2013). Additionally, the questionnaire measured perceived processing time by asking respondents to estimate the number of seconds they spent viewing

the advertisement, as well as asking them to rate the amount of time they spent looking at the advertisement from ‘a very short time’ to ‘a very long time’. Furthermore, Perceived Attention and Elaboration was measured using a seven-item seven-point Likert scale anchored agree/disagree adapted from several previous studies (Bohner et al., 2003; Cacioppo & Petty, 1989; Lacznia, Muehling, & Grossbart, 1989). The exact wording of the scale can be viewed in Table 4.10.

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
AE1	I paid a lot of attention to the PAK'nSAVE advertisement.
AE2	I concentrated intensely on the PAK'nSAVE advertisement.
AE3	I was highly involved with the PAK'nSAVE advertisement.
AE4	I put a lot of thought into evaluating the PAK'nSAVE advertisement.
AE5	I took a lot of notice of this advertisement.
AE6	I read the text of the PAK'nSAVE advertisement very carefully.
AE7	I put a lot of mental effort in to processing the PAK'nSAVE advertisement.

Table 4.10: Likert Scale Items for Perceived Attention and Elaboration

4.6.2.3 Attitude towards the Corporate Brand

Attitude towards the Corporate Brand was measured on a four-item seven-point semantic differential scale (see Table 4.11). This measure was adopted from Wagner, Lutz and Weitz (2009) who used it to measure attitude towards the firm and found that the scales had high construct reliability with an alpha of .94 for both studies. The scale originated from Homer (1995).

<i>Coding</i>	<i>Semantic-Differential Items</i>
	<i>After viewing the advertisement, my feelings towards PAK'nSAVE as a brand are:</i>
BA1	Bad/Good
BA2	Unfavourable/Favourable
BA3	Unpleasant/ Pleasant
BA4	Negative/ Positive

Table 4.11: Semantic Differential Items for Attitude towards the Corporate Brand

4.6.2.4 Attitude towards the Ad

Attitude towards the Ad was measured using a three-item seven-point semantic differential scale (see Table 4.12). This measure was sourced from Aaker and Williams (1998) who found the scale to have high construct reliability with an alpha of .95.

<i>Coding</i>	<i>Semantic-Differential Items</i>
	<i>I thought the PAK'nSAVE advertisement was:</i>
AAD1	Bad/ Good
AAD2	Unfavourable/ Favourable
AAD3	Unlikeable/ Likeable

Table 4.12: Semantic Differential Items for Attitude towards the Ad

4.6.3 *Demographic Measures*

Five demographic questions were included in this research to account for the possible effect of demographic variations between respondents. This included questions regarding gender, age, occupation, perceptions of income level and obtained qualifications. The format of the demographic questions can be viewed in Appendix 8.4.7.

Several of these demographic variables' potential effects have been addressed in the literature. Specifically, the literature showed that age can affect ability to process the message due to lower cognitive resource, i.e. working memory capacity (Wang & Chen, 2006). Furthermore, age could affect the likelihood that respondents are familiar with the grocery shopping process. Adolescents who still live at home and do not do the household shopping might be less familiar and involved. Additionally, education has been found to affect the effectiveness of two-sided messages (Anderson & Golden, 1984). Consequently, respondents' highest qualification was measured. Furthermore, income level was of importance due to PAK'nSAVE's budget focused brand image.

4.6.4 *Covariate Variables*

4.6.4.1 Need for Cognition

Need for Cognition was measured using a three-item seven-point Likert scale as shown in Table 4.13. This measure was sourced from Ailawadi, Neslin, and Gedenk (2001), who reported a Cronbach's alpha of .88. The scale was shortened from Cacioppo and Petty's

(1982) 34-item scale which reported a Theta coefficient, a maximised Cronbach's alpha coefficient, of .91. They shortened the scale to 18 items and reported an alpha of .90 for this scale (Cacioppo, Petty, & Kao, 1984). Due to the covariate status of Need for Cognition and fit in the questionnaire, Ailawadi et al.'s (2001) three-item scale was preferred for this research.

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
NFC1	Thinking is not my idea of fun.
NFC2	I only think as hard as I have to.
NFC3	I like tasks that require little thought once I have learned them.

Table 4.13: Likert Scale Items for Need for Cognition

4.6.4.2 Enduring Involvement with Supermarkets

Enduring Involvement with supermarkets was measured using a six-item seven-point semantic differential scale (See Table 4.14). This scale was adapted from Mathwick and Rigdon (2004) who adapted it from Zaichkowsky's (1985, 1994) Personal Involvement Inventory. Mathwick and Rigdon (2004) reported a Cronbach's alpha of .88 for their adaptation.

<i>Coding</i>	<i>Semantic-Differential Items</i>
	<i>What are your thoughts regarding supermarkets?</i>
EI1	Mean nothing to me/ Mean a lot to me
EI2	Worthless/ Valuable
EI3	Boring/ Interesting
EI4	Unexciting/ Exciting
EI5	Mundane/ Fascinating
EI6	Uninvolving/ Involving

Table 4.14: Semantic Differential Items for Enduring Involvement

4.6.4.3 Need for Change

Need for Change was measured a six-item seven-point Likert scale (agree/disagree) as illustrated in Table 4.15. This measure was adopted from Wood and Swait (2002) and deemed appropriate for this research as Srivastava and Sharma (2012) used this to look at the moderating role of Need for Change on consumer attitudes towards brand extension incongruity. Wood and Swait (2002) reported robust scale reliability with an alpha of .82.

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
NCH1	When I see a new or different brand on the shelf, I often pick it up just to see what it is like.
NCH2	I like introducing new brands and products to my friends.
NCH3	I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases.
NCH4	I often read the information on the packages of products just out of curiosity.
NCH5	I get bored with buying the same brands even if they are good.
NCH6	I shop around a lot for my clothes just to find out more about the latest styles.

Table 4.15: Need for Change Likert Scale Items

4.6.4.4 Prior Brand Attitude

To test the effect of the manipulations, Prior Brand Attitude was measured using the same scale as for Attitude towards the Corporate Brand as presented in Table 4.11.

4.6.4.5 Perceived Brand Familiarity

The Perceived Brand Familiarity measure incorporated brand awareness, brand experience, and brand knowledge. A seven-item seven-point Likert scale was developed for the purpose of this research, which can be viewed in Table 4.16. Item BF1, refers to brand awareness and was adapted from Lange and Dahlén (2003) and Dahlén and Lange (2004). Items BF2-6 were adapted from Martin and Stewart's (2001) familiarity measure which had a high reliability with an alpha of .91. Item BF7 asked respondents their perceived brand knowledge and was adapted from Halkias & Kokkinaki (2013) as well as Lange and Dahlén (2003).

<i>Coding</i>	<i>Likert Items (agree/disagree)</i>
BF1	I am aware of the supermarket brand PAK'nSAVE.
BF2	I have a lot of experience shopping at PAK'nSAVE.
BF3	I am very familiar with PAK'nSAVE.
BF4	I am very familiar with PAK'nSAVE's product selection.
BF5	I am very familiar with the type of advertising that PAK'nSAVE currently uses.
BF6	I am very familiar with supermarkets in general.
BF7	I have a very high level of knowledge regarding PAK'nSAVE.

Table 4.16: Likert Scale Items for Perceived Brand Familiarity

4.6.5 Conflating Variable

4.6.5.1 Perceived Argument Quality

Argument Quality was measured in the pre-study on a one-item 7 point semantic differential scale from weak to strong, as discussed in Section 4.5. For the main questionnaire, Argument Quality was measured using a four-item seven-point semantic differential scale (see Table 4.17). This scale was adapted from Martin, Lang, and Wong (2003) who found this measure to have a construct reliability alpha of .93. This scale was also used in Kao (2012) who reported an alpha of .87.

Coding	Semantic-Differential Items
	<i>When thinking about the arguments in the advertisement which were in <u>favour</u> of PAK'nSAVE, I thought they were</i>
AQL1	Weak/ Strong
AQL2	Unpersuasive/ Persuasive
AQL3	Not convincing/ Convincing
AQL4	Bad/ Good

Table 4.17: Semantic Differential Items for Perceived Argument Quality

4.7 EXPERIMENTAL PROCEDURE

4.7.1 Recruitment of Respondents

Respondents had to be aware of PAK'nSAVE and have a moderate involvement with supermarkets. As PAK'nSAVE is a New Zealand supermarket brand (Foodstuffs NZ Ltd, 2013a), respondents for this research were recruited within New Zealand. PAK'nSAVE is a well-known supermarket brand in New Zealand, which increased the relevance of the research to potential respondents. However, awareness of PAK'nSAVE was also measured and unaware respondents' responses were removed. This procedure is described in more detail in Section 5.2.

Furthermore, for ethical and involvement considerations, a minimum age requirement of 18 years of age was set for this research. It was also assumed that individuals of at least 18 years of age had a higher involvement and usage with supermarkets than those below 18. The experiment included an age check and if respondents did not fulfil the age requirements, they were exited from the experiment and thanked for their time.

For the main experiment, it was important that a non-student sample was used to give a more accurate overview of actual market reactions. Specifically, a student sample does not offer the age variation a normal consumer market would have. Age affects cognitive ability and therefore, the way consumers process persuasive communication (Wang & Chen, 2006). Consequently, age could affect the way consumers process incongruity. Additionally, students are likely to be more price-sensitive, which is PAK'nSAVE's main point of differentiation with their policy focusing on providing New Zealand's lowest food prices (Foodstuffs NZ Ltd, 2013a). As the advertisements manipulate PAK'nSAVE's low cost brand positioning, students are likely to react less favourable, than the general consumer market, to an advertisement that does not focus on low prices. Overall, it was important a diverse sample was used for the experiment, thus New Zealand's general online population was targeted through different online forums.

As incentives, respondents were offered entry into a prize draw for one of six \$100 vouchers. Vouchers were either Westfield or Warehouse vouchers and could be chosen by the winners. The inclusion of Warehouse vouchers ensured that respondents in the smaller New Zealand centres (i.e., without a Westfield Mall) were also provided with a relevant incentive.

A pulsing strategy was used to recruit respondents, where recruitment messages were posted on several public forums, see Appendix 8.4.10 for a list of forums. A few general forums were targeted for the first week, before recruitment messages were posted on the more interest specific forums. Furthermore, a second group of forums was targeted after another week of data collection. Throughout the recruitment period online presence by the researcher ensured the recruitment posts remained active and were 'bumped' up to the top of the forum and resulting in an increased viewing of the recruitment messages.

Recruitment took place over a six and a half week period commencing on the 30th of August 2013 and concluding on the 15th of October 2013. During this time a total of 870 respondents were recruited.

4.7.2 Ethical Considerations

The guidelines prescribed by the University of Canterbury Ethics Committee were followed when conducting this research. The University of Canterbury Ethics Committee reviewed and approved the proposed research prior to data collection (see Appendix 8.6).

To ensure ethical practices, this research included three different information sheets (pre-study, pre-test and actual experiment), which were presented to respondents at the start of each study. The information sheets (see Appendices 8.7, 8.8 and 8.9) informed the respondents about their involvement in this research and their right to withdraw from this research at any time. To ensure that responses were not influenced by respondent's knowledge of the study and reflect real-world consumer responses, respondents were not fully informed regarding the purpose of the study in the information sheets. Full knowledge of the purpose of the study could have interfered with respondents' answers and attention to the advertisements. At the end of the survey, respondents were debriefed and informed of the actual purpose of the study (see Appendix 8.4.8).

Furthermore, respondents were reminded that the research is anonymous. To ensure anonymity, the identifying data, the respondents' email addresses collected for the purpose of the prize draw, was collected in a separate survey that was not linked to the data. Respondents were also informed that once submitted, data could not be withdrawn, as the information was provided anonymously.

Additionally, informed consent and age restrictions were obtained from respondents at the start of the survey. This was done by two separate questions which asked respondents if they gave their consent to partake in this research (once they read the information sheet) and if they were 18 years of age or older. If a no was given to either question, respondents were thanked for their interest without proceeding to the survey.

Finally, consent was obtained from Foodstuffs to use the PAK'NSAVE brand (see Appendix 8.10). When debriefed, respondents were informed that the PAK'nSAVE advertisements were fictional, created solely for research purposes, and did not reflect the company in any way.

4.8 ONLINE EXPERIMENT

This research was conducted as an online experiment using Qualtrics, which meant the sample was restricted to New Zealand's online population. However, an online experiment was most appropriate for this research, as it allowed respondents to answer the questionnaire in their own time and in a comfortable setting. It was important that respondents did not feel

time pressured when completing the questionnaire to ensure potential differences in Attention and Elaboration were measureable (Muehling et al., 1991).

The experimental procedure can be divided into 10 stages based on how the questionnaire content was displayed in the respondent's Internet browser. The rest of this section describes all the stages in more detail (see Appendix 8.4 for further detail).

Screen 1 – Appendix 8.4.1

The first screen comprised of the information sheet as discussed in Section 4.7.2. As part of this screen, respondents were asked if they gave their consent to participate in the survey. If they ticked yes they proceeded to Screen 2. However, if they ticked no, they exited the survey and were thanked for their interest.

Screen 2 – Appendix 8.4.2

The second screen thanked respondents and asked them to answer as honestly as possible. It also assured respondents there were no right or wrong answers. The main aim of this page was to check that the respondents were over the age of 18. If respondents ticked no, they exited the survey and were taken to a thank you page. If they answered yes they were taken to Screen 3.

Screen 3 – Appendix 8.4.3

The third screen included the first set of questions respondents had to answer. These questions included all the covariates (except the socio-demographic variables), which needed to be measured before viewing the manipulated advertisement. This included questions for Need for Cognition, Need for Change, and Enduring Involvement with supermarkets, Brand Familiarity and Prior Brand Attitude. When respondents pressed continue they were taken to Screen 4.

Screen 4 – Appendix 8.4.4

The fourth screen contained an announcement that respondents were about to view an advertisement, which was the focus of the remainder of the questions. It told respondents to view the advertisement in their own time and also informed respondents that they would not

be able to go back and view the advertisement, as going back could change the Attention and Elaboration measure. When respondents pressed continue they were taken to Screen 5.

Screen 5

The fifth screen showed respondents one of the 12 manipulated PAK'nSAVE advertisements, which were randomly assigned using Qualtrics' randomizer. There is no screenshot of this page as it is dependent on which advertisement was picked for respondents. All manipulated advertisements can be viewed in Appendix 8.1. When respondents pressed continue they were taken to Screen 6.

Screen 6 – Appendix 8.4.5

The sixth screen provided a group of questions to perform manipulation checks on the dependent variables as well as check the control variables. Specifically, the questions covered Ad-Brand Congruence, Message-Sidedness, Argument Quantity and Argument Quality. When respondents pressed continue they were taken to Screen 7.

Screen 7 – Appendix 8.4.6

The seventh screen provided a group of questions to measure the dependent variables. Specifically, the questions covered Perceived Attention and Elaboration, Corporate Credibility, Attitude towards the Ad and Attitude towards the Corporate Brand. When respondents pressed continue they were taken to Screen 8.

Screen 8 – Appendix 8.4.7

The eighth screen provided a group of questions to measure the socio-demographic variables. Specifically, the questions covered age, gender, education, occupation and perceived income level. When respondents pressed continue they were taken to Screen 9.

Screen 9 – Appendix 8.4.8

The ninth screen debriefed respondents by explaining the research purpose and aims in detail. It also thanked the respondents for their time and contribution. This page also explained that the advertisements had nothing to do with PAK'nSAVE and were created solely for research purposes. Furthermore, the researchers contact details were provided again. Finally, this screen provided a link to a separate page where respondents were informed of the terms and

conditions of the prize draw and could enter their email (Appendix 8.4.10). When respondents pressed continue they were taken to Screen 10.

Screen 10 – Appendix 8.4.8

The tenth screen comprised on Qualtrics automatic generated thank you screen, which thanked the respondents and informed them their answers have been submitted.

4.9 PRE-TESTING PROCEDURE

Prior to the main data collection, the experiment was pre-tested for four main reasons. The first of the pre-test's objectives included examining the effectiveness of the Congruence, Message Sidedness and Argument Quantity manipulations. Secondly, the pre-testing procedure was used to assess the reliability and validity if the scales used to measure the constructs. Furthermore, the pre-test confirmed that the online experiment was fully operational and recorded any information required, such as the time respondents spent viewing the advertisement. Finally, the pre-testing procedure was used to check the experimental procedure was understood by respondents, including the identification of any ambiguity in either the general instructions or specific wording of the questionnaire.

The pre-testing procedure consisted of two pre-tests, as the initial pre-test showed that the desired levels of Congruence were not achieved. After modification of the advertisements, the second pre-test showed the advertisements now achieved the desired levels of Congruence. Results from both pre-test are discussed in the following sections.

4.9.1 *Pre-Testing Sample*

For the pre-testing procedure, students of the University of Canterbury were recruited using class email lists. Students were offered a chance to win one of five \$50 Westfield vouchers as incentive to partake in the pre-test.

For the first pre-test, 37 classes were emailed, which exposed 2735 students to the invitation to participate. In total, 316 respondents were recruited, which resulted in a response rate of 11.6%. Out of the 316 responses, 253 responses were recorded as suitable for the analysis after any incomplete and unusable responses were deleted.

For the second pre-test, five other classes were emailed, which exposed 928 students to the invitation to participate. In total, 353 respondents were recruited, which resulted in a response rate of 38%. Out of the 353 responses, 296 responses were recorded as suitable for the analysis after any incomplete and unusable responses were deleted.

4.9.2 Pre-Test One

The first pre-test found that the original advertisements (see Appendix 8.3), were not effective in successfully manipulating different levels of Congruence. The manipulation checks and results are discussed in this section.

4.9.2.1 Manipulation Checks

To test the effectiveness of the three different manipulations, three scales (Perceived Congruence, Perceived Message Sidedness and Perceived Argument Quantity) were used as manipulation checks. Out of the 253 completed responses, 13 responses were randomly deleted to ensure even numbers per manipulation (20), which resulted in a final of 240 responses.

Principle Component Analysis (with Varimax rotation) and Cronbach's alpha procedures were used to test the unidimensionality and reliability of the three scales. The results of the Principle Component Analysis showed that the Congruence scale was unidimensional with high commonality scores and reliability testing showed a high Cronbach's alpha of .96, as illustrated in Table 4.18.

<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
	<i>To what degree did the advertisement match PAK'nSAVE's brand image?</i>		
CON1	Not compatible – Compatible	4.75	1.76
CON2	Not a good fit – Good fit	4.64	1.76
CON3	Not congruent – Congruent	4.56	1.69
Total 3 item scale		4.65	1.67
Cronbach's Alpha		.96	

Table 4.18: Pre-test One Likert Scale Items for Perceived Congruence

Perceived Message Sidedness was measured on a single item Likert scale and a single items semantic-differential scale, which meant the items could not be combined. The Likert scale item was used for the pre-test analysis on its own, as shown in Table 4.19. However, for the

second pre-test and main experiments, three more items similar to MS1 were developed to improve this scale and can be viewed in Table 4.7.

<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
MS1	The PAK'nSAVE advertisement contained negative as well as positive information (agree/disagree).	3.95	1.52

Table 4.19: Pre-test One Likert Scale Item for Perceived Message Sidedness

The Argument Quantity scale was found to be unidimensional with high commonality scores and reliability testing showed a high Cronbach's alpha of .96. Item means and standard deviation, as well as total scale means and standard deviation can be viewed in Table 4.20

<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
	<i>I thought the number of arguments in the PAK'nSAVE advertisements was:</i>		
AQ1	Low – High	4.98	1.32
AQ2	Not very many – A lot	4.88	1.34
AQ3	Small – Big	4.79	1.30
Total Scale		4.88	1.27
Cronbach's Alpha		.96	

Table 4.20: Pre-test One Semantic Differential Items for Perceived Argument Quantity

To examine the effectiveness of the experimental conditions, a one-way ANOVA and two separate independent sample t-tests were conducted. Using the total scale means for each manipulation, the t-tests and ANOVA were used to determine whether there were significant ($p < .05$) differences between the levels of each the experimental condition. Tables 4.21, 4.22 and 4.23 provide a summary of these analyses.

Manipulation	Mean	Std Dev
<i>Congruence</i>		
Congruent	5.72	1.08
Moderately incongruent	4.19	1.66
Extremely incongruent	4.05	1.67
<i>Message Sidedness</i>		
One-sided	3.75	1.51
Two-sided	4.15	1.52
<i>Argument Quantity</i>		
Low	4.49	1.19
High	5.27	1.23

Table 4.21: Pre-test One Descriptive Statistics for the Congruence, Message Sidedness and Argument Quantity

Scale	Sum of Squares	df	Mean Square	F
Congruence	136.93	2	68.47	15.67**
Error	528.01	237	2.23	

(*p < .05, **p < .01)

Table 4.22: Pre-test One ANOVA Results for Congruence

Manipulation	t	Sig
Message Sidedness	-2.05 ^a	.04
Argument Quantity	-4.96 ^b	.00

a. Equal variances assumed – Levene’s test F = 0.02, p = .89

b. Equal variances assumed – Levene’s test F = 0.75, p = .39

Table 4.23: Pre-test One Independent Sample t-test Results for Message Sidedness and Argument Quantity

Overall, the t-tests show that the Argument Quantity and Message Sidedness manipulations are successful. However, the mean difference is relatively small and both levels of Argument Quantity were above neutral. Consequently, as a result the advertisements were altered for the second pre-test to create bigger perceived differences between Argument Quantity and Message Sidedness levels.

For the Congruence manipulation, Table 4.21 shows that the means for the moderate incongruent condition (4.19) and the extremely incongruent condition (4.05) were very close together. Unsurprisingly, the Post Hoc Tukey HSD revealed that this mean difference was not statistically significant ($p > .05$). Consequently, advertisements for the extreme incongruent condition had to be manipulated to increase the perceived ad-brand incongruency.

4.9.2.2 Redevelopment of Advertisements and Questionnaire.

Based on the analysis of the experimental conditions for pre-test one, several changes were made to the advertisements and questionnaire before proceeding. These changes included creating a different background for the extremely incongruent conditions to ensure this was perceived as more incongruent. Additionally, Argument Quantity levels were changed (the low: high ratio was changed from 3:9 to 3:15) to enhance the differences between experimental conditions. This resulted in a different placement of information and advertisement layout. Furthermore, the slogans were dropped from the advertisements to avoid them being seen as separate arguments and affecting perceived Argument Quantity.

The first pre-test identified that three questions in the questionnaire were not working effectively. This included the scale for Perceived Message Sidedness, which was increased to a four item scale, see Table 4.7. Furthermore, the estimated number of arguments and estimated time spent viewing the advertisement was initially asked as open-ended questions. However, some respondents gave unrealistic answers, such as very high numbers or word answers. Hence, the questions were reworded to be clearer and answering required a slider which restraint answers to numbers within a certain range. Specifically, the sliders went from 0-300 seconds for the time viewing question and 0-20 arguments for number of arguments question.

4.9.3 *Pre-Test Two*

Using the redeveloped advertisements and questionnaire a second pre-test was conducted. The advertisements used in the second pre-tests were the same as described in this chapter and can be viewed in the Appendix 8.1. All the manipulations of the experimental conditions were successful and the results are discussed in the remainder of this section.

4.9.3.1 Manipulation Checks

To test the effectiveness of the three different manipulations, three scales (Perceived Congruence, Perceived Message Sidedness and Perceived Argument Quantity) were used as manipulation checks. Out of the 296 completed responses, 32 responses were randomly deleted to ensure even numbers per manipulation (22) to have a final of 264 responses.

Principle Component Analysis (with Varimax rotation) and Cronbach's alpha procedures were used to test the unidimensionality and reliability of the three scales. The results of the Principle Component Analysis showed that the scales for Congruence, Message Sidedness and Argument Quantity were all one-dimensional and had high communality scores. No items were deleted in the Cronbach's alpha procedure. Tables 4.24, 4.25 and 4.26 present each scale with the retained items, an overall scale score (mean of all items in the scale) as well as a mean score and standard deviation for each item. Furthermore, the tables present the Cronbach's alpha for each scale.

	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
	<i>To what degree did the advertisement match PAK'nSAVE's brand image?</i>		
CON1	Not compatible – Compatible	4.38	1.90
CON2	Not a good fit – Good fit	4.37	1.82
CON3	Not congruent – Congruent	4.20	1.72
Total Scale		4.31	1.76
Cronbach's Alpha		.97	

Table 4.24: Pre-test Two Perceived Congruence Scale Means

<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
MS1	The PAK'nSAVE advertisement contained negative AS WELL AS positive information regarding PAK'nSAVE.	4.33	1.67
MS2	The PAK'nSAVE advertisement contained positive information, but ALSO included some negative information regarding PAK'nSAVE.	4.42	1.69
MS3	In the PAK'nSAVE advertisement, NOT all the information regarding PAK'nSAVE was positive.	4.39	1.73
MS4	The PAK'nSAVE advertisement contained ONLY positive information about PAK'nSAVE.	4.26	1.89
Total Scale		4.35	1.62
Cronbach's Alpha		.94	

Table 4.25: Pre-test Two Perceived Message Sidedness Scale Means

<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>
	<i>I thought the number of arguments in the PAK'nSAVE advertisements was:</i>		
AQ1	Low – High	4.62	1.56
AQ2	Not very many – A lot	4.50	1.60
AQ3	Small – Big	4.46	1.53
Total Scale		4.53	1.51
Cronbach's Alpha		.96	

Table 4.26: Pre-test Two Perceived Argument Quantity Scale Means

To examine the effectiveness of the experimental conditions, a one-way ANOVA and two separate independent sample t-tests were conducted. Using the total scale means for each manipulation, the t-tests and ANOVA were used to determine whether there were significant ($p < .05$) differences between the levels of each the experimental condition. Tables 4.27, 4.28 and 4.29 provide a summary of these analyses.

Manipulation	Mean	Std Dev
<i>Congruence</i>		
Congruent	5.40	1.31
Moderately incongruent	4.56	1.56
Extremely incongruent	2.98	1.46
<i>Message Sidedness</i>		
One-sided	3.31	1.34
Two-sided	5.39	1.12
<i>Argument Quantity</i>		
Low	3.97	1.30
High	5.09	1.51

Table 4.27: Pre-test Two Descriptive Statistics for Congruence, Message Sidedness and Argument Quality

Scale	Sum of Squares	df	Mean Square	F
Congruence	265.62	2	132.81	63.43**
Error	546.50	261	2.09	

(*p <.05, **p <.01)

Table 4.28: Pre-test 2 ANOVA Results for Congruence

Manipulation	t	Sig
Message Sidedness	-13.68 ^a	.00
Argument Quantity	-6.45 ^b	.00

a. Equal variances assumed – Levene’s test F = 2.99, p = .09

b. Equal variances assumed – Levene’s test F = 3.69, p = .56

Table 4.29: Pre-test Two Independent Sample t-test Results For Message Sidedness And Argument Quantity

For the ANOVA, the Tukey HSD Post-Hoc test revealed that there was a significant difference in the levels of Congruence between all manipulations. The mean difference between the congruent and moderately incongruent manipulation was .84, which was statistically significant $p < .01$. The mean difference between the congruent and extremely incongruent manipulation was 2.42, which was statistically significant $p < .01$. The mean difference between the moderately incongruent and extremely incongruent manipulation was 1.58, which was statistically significant $p < .01$.

4.10 CHAPTER SUMMARY

This chapter aimed to provide an overview of the quantitative research methodology used to test the hypotheses presented in Chapter Three. First this chapter explained the experimental research design that was used. This was followed by justifications for using a retail brand and specifically, the choice of PAK'nSAVE as the corporate brand. Furthermore, this chapter discussed the considerations for using print advertisements, as well as explaining the developments of the print advertisements. Next, the chapter illustrated the different levels and methods of manipulating Congruence, Message Sidedness and Argument Quantity. Following on this chapter described the development of the questionnaire and the online experimental procedure. Finally, this chapter provided the results of two pre-tests, which tested the manipulated conditions, as well as the overall functionality of the experimental method. The second pre-test confirmed that the independent variables were successfully manipulated and the design was ready for the main experiment. The next chapter provides an overview of the results and analyses of the main experiment data.

5 ANALYSIS AND RESULTS

5.1 INTRODUCTION

This chapter aims to provide an overview of the statistical analyses that were conducted to test the hypotheses presented in Chapter Three. The first section provides an overview of the sample used for this research. The next section examines the scales used for the different constructs by assessing the dimensionality and reliability of the scales. This is followed by the manipulation checks, where the effectiveness of the experimental conditions for Congruence, Message Sidedness and Argument Quantity are tested. Next, the effects of the independent variables on the dependent variables are tested using four ANCOVAs. Finally, the whole model and specific hypothesised relationships are tested using the PLS procedure.

5.2 SAMPLE SIZE AND COMPOSITION

Sample Size

As outlined in the previous chapter, the main data collection phase took place over approximately six weeks between August 30th and October 15th 2013. During this time, a total of 870 respondents were recruited.

Of the 870 respondents, eight respondents did not give their consent after reading the Information Sheet and withdrew from the study. Additionally, the respondents were screened for the age restrictions to which five respondents indicated they were not 18 years of age or above and were removed. Furthermore, 253 respondents withdrew from the study for unknown reasons, which resulted in a total of 604 completed responses. Most of the withdrawals occurred at the first screen, which included the information sheet and asked for respondents consent, or at the second screen, which checked whether respondents were at least 18 years of age.

Then the responses were screened for awareness of the PAK'nSAVE brand, which is important for recognition of ad-brand incongruity. 15 responses were deleted from respondents who reported they were not aware of the PAK'nSAVE brand, which resulted in a total of 589 responses.

Chapter 5 - ANALYSIS AND RESULTS

Prior to commencing the statistical analysis, the data was screened for systematic responses, missing values and univariate outliers, as well as minimal-time-completed to ensure a certain level of involvement with the study. This resulted in the removal of 21 responses. Furthermore, the manipulated conditions needed equal sample sizes to satisfy assumptions of statistical techniques, such as ANCOVA (Hair, Black, Babin, & Anderson, 2010). Consequently, 40 responses were randomly deleted, which resulted in a final sample size of 528 (44 responses per manipulated condition).

Sample Composition

This section describes the sample based on the socio-demographic characteristics that were measured in this research. The results are presented in Table 5.1, which indicates the male: female distribution was relatively even with 47.9% and 52.1% respectively. The age distribution can be viewed in Table 5.1 and shows that the majority of the sample, 76.9%, is between 18 and 44. Generally, the younger age group is more active on the Internet (Zickuhr & Madden, 2012), which provides an explanation for the age distribution. Consequently, it needs to be considered that the results represent a younger age group rather than the actual population. To account for the older age group, additional analysis was conducted for the age group of 35 and over (see Section 5.7). This cut off was chosen as it was assumed that respondents of 35 years and older are (or have been) independent and are (or have been) responsible for grocery shopping. In terms of education, the sample was relatively evenly distributed, where 26.7% had a high school education, 22.2% had either a tertiary certificate or diploma, 30.1% had a bachelors degree, while 20.5% had a postgraduate qualification. The respondents estimated their perceived income, which was distributed over the sample relatively evenly with 33.9% responding they perceived their income below average, 38.4% as average and 27.7% above average.

Demographic Variable	Category	Percentage
Gender	Male	47.9%
	Female	52.1%
Age	18-24	27.3%
	25-34	31.8%
	35-44	17.8%
	45-54	11.7%
	55-64	7.6%
	65-74	3.6%
	75+	.2%
Education	School Certificate/ NCEA Level 1	6.1%
	Sixth Form Certificate/ NCEA Level 2	8.7%
	Bursary/ NCEA Level 3	11.9%
	Tertiary Certificate	9.7%
	Tertiary Diploma	12.5%
	Bachelor's Degree	30.1%
	Bachelor's Degree with Honours	8.9%
	Master's Degree	9.3%
Perceived income	Ph.D.	2.8%
	Below average	33.3%
	Average	39.0%
	Above average	27.7%

Table 5.1: Demographic Sample Composition

5.3 SCALE STRUCTURE AND RELIABILITY

The reliability (internal consistency) and dimensionality of the scales was tested using Principle Components Analysis and the Cronbach's alpha procedure (Cronbach, 1951). At the end of this section, the scales descriptive statistics are presented where tests of skewness and kurtosis were used to identify any non-normality and contamination from outliers.

5.3.1 Scale Structure

Principle Component Analysis with Varimax rotation was used to test the underlying dimensionality of the scales. For these analyses, a minimum score of .5 was used as a criteria for the factor loadings. Furthermore, items were deemed as cross-loading if the item had a loading score of .5 or more on multiple factors.

Congruence

The Principle Component Analysis revealed that all three items had high communality scores ($>.9$) and loaded on to one factor. The three-item scale explained 94.3% of the variance.

Message Sidedness

The Principle Component Analysis revealed that all four items loaded on to one factor and had high communality scores ($>.8$). The four-item scale explained 89.7% of the variance.

Argument Quantity

The Principle Component Analysis revealed that all three items had high communality scores ($>.9$) and loaded on to one factor. The three-item scale explained 92.5% of the variance.

Corporate Credibility

As this research adopted Newell and Goldsmith's (2001) two-dimensional measure for Corporate Credibility, it was unsurprising that the Principle Component Analysis revealed that the eight-item Corporate Credibility scale loaded on to two factors, which correspond to trustworthiness and expertise. The pre-question, CC0, was also included in the factor analysis and loaded onto the trustworthiness scale. This indicated that the sample perceived Corporate Credibility to refer to the trustworthiness of the company. This research used an advertisement for the experiment and advertising can lead to consumer scepticism and distrust (e.g. Darke & Ritchie, 2007). It is, therefore, logical that trustworthiness is the more important dimension in this research. Consequently, only the trustworthiness scale was used as a measure of Corporate Credibility in this research by deleting items (CC1, CC2, CC3 and CC4). This resulted in a four-item unidimensional scale of which all items had high communality scores ($>.5$) and explained 76.3% of the variance.

Attention and Elaboration

The Principle Component Analysis revealed that all seven items had high communality scores ($>.6$) and loaded on to one factor. The seven-item scale explained 70.8% of the variance.

Attitude towards the Advertisement

The Principle Component Analysis revealed that all three items had high communality scores ($>.8$) and loaded on to one factor. The three-item scale explained 88.5% of the variance.

Attitude towards the Corporate Brand

The Principle Component Analysis revealed that all four items had high communality scores ($>.9$) and loaded on to one factor. The four-item scale explained 94.1% of the variance.

Need for Cognition

The Principle Component Analysis revealed that all three items had high communality scores ($>.5$) and loaded on to one factor. The three-item scale explained 65.7% of the variance.

Enduring Involvement

Initially, the Principle Component Analysis showed that the six-item scale was not unidimensional. This led to the removal of item EI2. A subsequent Principle Component Analysis indicated EI1 had low communality scores, and consequently, this item was removed. The remaining four-item scale was found to be unidimensional and all items had high communality scores ($>.7$). The scale explained 81.1% of the variance.

Need for Change

The Principle Component Analysis revealed that items NFCH4, NFCH5 and NFCH6 were deleted due to low communality scores. The remaining items had communality scores above .6 and loaded on to one factor. The three-item scale explained 70.0% of the variance.

Prior Brand Attitude

The Principle Component Analysis revealed that all four items had high communality scores ($>.8$) and loaded on to one factor. The four-item scale explained 90.6% of the variance.

Brand Familiarity

The Brand Familiarity seven-item scale loaded onto two factors, which was not predicted. Two items BF1 and BF6 loaded poorly onto the second factor, and consequently were deleted. Moreover, BF5 was also removed due to low communality scores. The subsequent

four-item scale explained 84.0% of the variance with all items having high communality scores ($>.7$).

Argument Quality

The Principle Component Analysis revealed that all four items had high communality scores ($>.8$) and loaded on to one factor. The four-item scale explained 87.3% of the variance.

5.3.2 Scale Reliability

Following the Principle Component Analysis, the Cronbach's alpha procedure was used to test the internal consistency (reliability) of the scales used in this research. For Corporate Credibility, the Cronbach's alpha procedure revealed that the removal CC8 led to an increased Cronbach's alpha; consequently, CC8 was deleted resulting in a three-item scale. The removal of any further items would not improve the reliability of any of the scales. Consequently, the composition of the other scales was not altered.

Table 5.2 shows that the Cronbach's alpha procedure revealed that all scales had an acceptable level of reliability ($\alpha > .7$). Apart from the Need for Cognition and Need for Change scales, all scales had high Cronbach's alpha's ($> .9$), indicating the high reliability of the scales.

Scale	Cronbach's Alpha
Congruence	.97
Message Sidedness	.96
Argument Quantity	.96
Corporate Credibility	.92
Attention and Elaboration	.93
Attitude towards the Advertisement	.94
Attitude towards the Corporate Brand	.98
Need for Cognition	.74
Enduring Involvement	.92
Need for Change	.79
Prior Brand Attitude	.97
Brand Familiarity	.94
Argument Quality	.95

Table 5.2: : Cronbach Alpha Reliability Coefficients for Total Scale Variables

5.3.3 Descriptive Statistics

Analyses were run to gain the descriptive statistics for each measure, which is presented in Table 5.3. The table presents the mean and standard deviation for each scale, as well as skewness and kurtosis. Table 5.3 indicates that all measures were approximately normally distributed with no signs of skewness or kurtosis, with the exception of the time measure, which was positively skewed and demonstrated strong kurtosis. Hence, it was decided to use Perceived Attention and Elaboration measure instead, as this measure appeared to have a relatively normal distribution (see Appendix 8.11).

Furthermore, a correlation matrix for the measures used in this study is presented in Table 5.4 and the histograms (with normality curves) for all the scales can be viewed in Appendix 8.11.

Scale	Mean	Std Dev	Skewness	Kurtosis
Ad-Brand Congruence	4.13	1.86	-.13	-1.11
Message Sidedness	4.28	1.75	-.15	-1.13
Argument Quantity	4.85	1.52	-.35	-.51
Corporate Credibility	4.59	1.18	-.28	.11
Attention and Elaboration	4.02	1.26	-.20	-.54
Attitude towards the Ad	3.99	1.57	-.16	-.67
Attitude towards the Corporate Brand	4.54	1.33	-.15	-.12
Need for Cognition	2.85	1.26	.47	-.57
Need for Change	4.47	1.25	-.49	-.29
Brand Familiarity	5.00	1.54	-.61	-.60
Prior Brand Attitude	4.76	1.37	-.36	-.16
Argument Quality	4.62	1.40	-.55	-.01
Enduring Involvement	3.66	1.28	-.06	-.25
Time	25.71	19.57	2.11	6.28

Table 5.3: Descriptive Statistics for Total Scale Variables

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	CON	MS	AQ	AE	CC	AAD	BA	NFC	BF	PBA	AQL	EI	NFCH	TIME
Congruence (CON)														
Message Sidedness (MS)	-.21**													
Argument Quantity (AQ)	.11*													
Attention and Elaboration (AE)	.01	.04	.05											
Corporate Credibility	.24**	-.15**	.01	.14**										
Attitude towards the ad (AAD)	.47**	-.30**	.01	.21**	.40**									
Attitude towards the Corporate Brand (BA)	.36**	-.28**	.11*	.13**	.64**	.65**								
Need for Cognition (NFC)	.08	-.03	-.10*	-.01	.11*	.09*	.17**							
Brand Familiarity (BF)	.07	-.06	.05	.05	.07	.18**	.33**	.14**						
Prior Brand Attitude (PBA)	.17**	-.10	.01	.08	.67	.32**	.58**	.15**	.57**					
Argument Quality (AQL)	.37**	-.21**	.18**	.14**	.43**	.65**	.61**	.07	.18**	.29**				
Enduring Involvement (EI)	.10*	-.02	.03	.12**	.20**	.14**	.21**	.15**	.12**	.22**	.13**			
Need for Change (NFCH)	.07	-.04	-.03	.08	.11*	.06	.05	.04	.08	.05	.06	.27**		
Time	-.13**	.04	.22**	.29**	.01	-.01	.06	-.05	.05	-.01	.04	.02	-.08	

* p<.05, ** p<.01

Table 5.4: Correlation Matrix for Total Scale Variables (r values)

5.4 MANIPULATION CHECKS

Following a similar procedure to the pre-tests, the scales for Perceived Ad-Brand Congruence, Message Sidedness and Argument Quantity were used to check the manipulated conditions were successful. Tables 5.5, 5.6 and 5.7 present a comparison between the second pre-test and the main study, by assessing the mean score and standard deviation for items of each scale. The tables reveal that mean scores for Congruence and Message Sidedness are slightly lower in the main study compared to the second pre-test, while Argument Quantity is perceived slightly higher. As exactly the same manipulations were used for the main study

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and the second pre-test, it is assumed this variation can be explained by the difference (student vs. non-student) between the samples for each study. Furthermore, the tables provide the total scale mean and the Cronbach's alpha.

		<i>Pre-test 2</i>		<i>Main Experiment</i>	
	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
<i>To what degree did the advertisement match PAK'nSAVE's brand image?</i>					
CON1	Not compatible - Compatible	4.38	1.90	4.21	1.95
CON2	Not a good fit - Good fit	4.37	1.82	4.13	1.91
CON3	Not congruent - Congruent	4.20	1.72	4.05	1.89
Total Scale		4.36	1.61	4.13	1.86
Cronbach's Alpha		.97		.97	

Table 5.5: Perceived Congruence Scale Mean Scores

		<i>Pre-test 2</i>		<i>Main Experiment</i>	
<i>Coding</i>	<i>Scale Item</i>	<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
MS1	The PAK'nSAVE advertisement contained negative AS WELL AS positive information regarding PAK'nSAVE.	4.33	1.67	4.24	1.82
MS2	The PAK'nSAVE advertisement contained positive information, but ALSO included some negative information regarding PAK'nSAVE.	4.42	1.69	4.28	1.80
MS3	In the PAK'nSAVE advertisement, NOT all the information regarding PAK'nSAVE was positive.	4.39	1.73	4.31	1.83
MS4r	The PAK'nSAVE advertisement contained ONLY positive information about PAK'nSAVE.	4.26	1.89	4.30	1.94
Total Scale		4.35	1.62	4.28	1.75
Cronbach's Alpha		.94		.96	

Table 5.6: Perceived Message Sidedness Scale Mean Scores

Coding	Scale Item	Pre-test 2		Main Experiment	
		Mean	Std Dev	Mean	Std Dev
	<i>I thought the number of arguments in the PAK'nSAVE advertisements was:</i>				
AQ1	Low - High	4.62	1.56	4.95	1.58
AQ2	Not very many - A lot	4.50	1.60	4.87	1.61
AQ3	Small - Big	4.46	1.53	4.73	1.55
Total Scale		4.53	1.51	4.85	1.52
Cronbach's Alpha		.96		.96	

Table 5.7: Perceived Argument Quantity Scale Mean Scores

To examine the effectiveness of the experimental conditions, a one-way ANOVA and two separate independent sample t-tests were conducted. Using the total scale means for each manipulation, the t-tests and ANOVA were used to determine whether there were significant ($p < .05$) differences between the levels of each the experimental condition. The means and means plots for the different manipulated conditions can be viewed in Appendix 8.12.

For the Congruence grouping variable, the ANOVA revealed that there were significant differences ($F(2, 525) = 110.64, p < .01$) between the congruent (mean = 5.33), moderately incongruent (mean = 4.20) and extremely incongruent (mean = 2.85) conditions. The Tukey HSD Post-Hoc test revealed that there was a significant difference between all the levels of Congruence. The mean difference between the congruent and moderately incongruent manipulation was 1.13, which was statistically significant ($p < .01$). The mean difference between the congruent and extremely incongruent manipulation was 2.48, which was statistically significant ($p < .01$). The mean difference between the moderately incongruent and extremely incongruent manipulation was 1.35, which was statistically significant ($p < .01$).

For the Message Sidedness manipulation, the mean for the one-sided condition was 3.05, while the two-sided condition was 5.51. The t-tests revealed that the difference between these means was significant ($t = -22.81, p < .01$). For Argument Quantity, the final t-test revealed that there was a significant ($t = -12.47, p < .01$) difference between the low Argument Quantity manipulation (mean = 3.05) and the high Argument Quantity manipulation (mean = 5.57).

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Another stage in the manipulation checks procedure involved checking the effect of the socio-demographic and covariate variables on the perceived measures of Congruence, Message Sidedness and Argument Quantity. Consequently, six ANCOVAs (two for each independent variable) were conducted, where the grouping variables for Congruence, Message Sidedness and Argument Quantity were entered as the fixed factors. As covariate measures, either the socio-demographic variables (age, gender, education, and perceived income) or the covariate variables (Need for Cognition, Need for Change, Brand Familiarity, Prior Brand Attitude and Enduring Involvement) we entered. The perception measures for Congruence, Message Sidedness and Argument Quantity were entered as the respective dependent variables. Results of these analyses can be viewed in Tables 5.8 and 5.9.

Variable	Congruence			Message Sidedness			Argument Quantity		
	F	Sig	η_p^2	F	Sig	η_p^2	F	Sig	η_p^2
Age	0.07	.79	.00	0.51	.48	.00	0.22	.64	.00
Gender	3.05	.08	.01	0.20	.66	.00	0.00	.98	.00
Education	2.39	.12	.01	1.91	.17	.00	2.85	.09	.01
Income	1.33	.25	.00	3.36	.07	.01	0.60	.44	.00

Table 5.8: Effects of Socio-Demographic Variables on Perceived Measures of Congruence, Message Sidedness and Argument Quantity

Variable	Congruence			Message Sidedness			Argument Quantity		
	F	Sig	η_p^2	F	Sig	η_p^2	F	Sig	η_p^2
Need for Cognition	1.96	.16	.00	0.00	.95	.00	6.74	.01	.01
Need for Change	0.20	.67	.00	0.02	.88	.00	1.03	.31	.00
Brand Familiarity	0.06	.80	.00	0.00	.96	.00	2.85	.09	.01
Prior Brand Attitude	10.61	.00	.02	2.50	.11	.01	0.75	.39	.00
Enduring Involvement	2.16	.14	.00	0.03	.85	.00	2.74	.10	.01

Table 5.9: Effects of Covariate Variables on Perceived Measures of Congruence, Message Sidedness and Argument Quantity

With respect to Perceived Congruence (Table 5.8), it was found that Prior Brand Attitude had a significant effect ($F = 10.61$, $p < .01$). However, the partial Eta-squared statistic revealed

this effect was small ($\eta_p^2 = .02$). None of the other socio-demographic or covariate variables significantly influenced respondents' Perceived Congruence.

Table 5.8 also indicates that the analysis revealed that none of the socio-demographic and covariate variables were found to have a significant influence on Perceived Message Sidedness.

Finally, the analysis revealed that only Need for Cognition influenced Perceived Argument Quantity ($F = 6.74, p < .05$). However, this effect is only small ($\eta_p^2 = .01$). None of the other covariate or socio-demographic variables were found to have a significant influence on Perceived Argument Quantity.

5.5 DIRECT EFFECTS OF THE INDEPENDENT VARIABLES

To examine the effects of Congruence, Message Sidedness and Argument Quantity, on the dependent variables, several between subjects factorial analysis of covariance (ANCOVA) were conducted. A three-way MANCOVA was considered for the analysis. However, for a MANCOVA the dependent variables should be theoretically or conceptually related to the same construct as this method allows researchers to draw conclusions about the set as a whole (Hair et al., 2010). In this research, the dependent variables were not theoretically or conceptually related to a holistic construct, and consequently, it deemed more appropriate to conduct several ANCOVAs.

The five covariate variables (Enduring Involvement, Prior Brand Attitude, Need for Cognition, Need for Change and Brand Familiarity) were included in each analysis. For the independent variables, the grouping variables used were the level of Congruence, Message Sidedness and Argument Quantity. The results for each analysis are presented in the following sections.

5.5.1 *Effects of Ad-Brand Congruence and Message Sidedness on Corporate Credibility*

To test the effects of Congruence and Message Sidedness onto Corporate Credibility a 3x2 between subjects factorial ANCOVA was performed. The results show that the only covariate, which impacts Corporate Credibility is Prior Brand Attitude ($F(1, 517) = 275.71, p < .01, \eta_p^2 = .35$). This was a relatively large effect and indicates the importance of Prior

Brand Attitude on perceptions of Corporate Credibility, compared to the effect of advertising. The impact of Prior Brand Attitude is further investigated in Section 5.7.

Furthermore, the results show that the main effects of Congruence and Message Sidedness on Corporate Credibility were not significant ($F(2, 517) = 1.74, p > .05, \eta_p^2 = .01$; and $F(1, 517) = 3.66, p > .05, \eta_p^2 = .01$ respectively). This means that different levels of Congruence and Message Sidedness do not cause a variation in Perceived Corporate Credibility, which does not provide support for Hypotheses One and Two. The means for Perceived Corporate Credibility for the different levels of Congruence and Message Sidedness are displayed in Tables 5.10 and 5.11 and plotted in Figures 5.1 and 5.2. No interaction effects, between Congruence and Message Sidedness, were discovered.

Corporate Credibility	Mean	Std Dev
Congruent	4.70	1.14
Moderately Incongruent	4.57	1.20
Extremely Incongruent	4.50	1.19
Total	4.59	1.18

Table 5.10: Perceived Corporate Credibility for Different Levels of Congruence

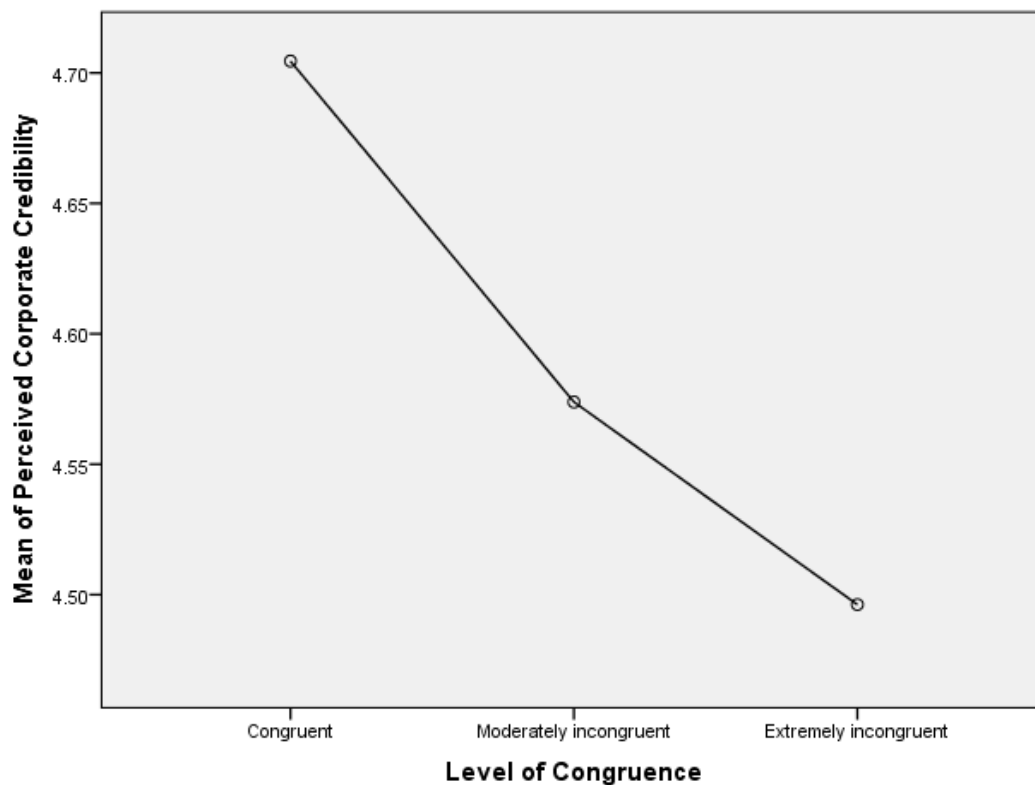


Figure 5.1: Means Plot for Perceived Corporate Credibility for Different Levels of Congruence

Corporate Credibility	Mean	Std Dev
One-sided	4.71	1.17
Two-sided	4.47	1.17
Total	4.59	1.18

Table 5.11: Perceived Corporate Credibility for Different Levels of Message Sidedness



Figure 5.2: Means Plot for Perceived Corporate Credibility for Different Levels of Message Sidedness

5.5.2 Effects on Attention and Elaboration

To examine the effects of Congruence and Message Sidedness on Attention and Elaboration, a 3x2 factorial ANCOVA was conducted where Attention and Elaboration was entered as the dependent variable and the Level of Congruence and Message Sidedness were entered as the independent variables. For the covariate variables, the results indicate that Enduring Involvement was the only covariate that impacted Attention and Elaboration ($F(1, 517) = 5.20$, $p < .05$, $\eta_p^2 = .01$). This indicates that respondents with higher involvement with supermarkets had higher Attention and Elaboration levels; however, this effect was only small.

Furthermore, the results show that Message Sidedness had a significant small main effect on Attention and Elaboration levels ($F(1, 517) = 17.17, p < .01, \eta_p^2 = .03$), while Congruence did not ($F(2, 517) = 2.01, p > .05$). This indicates that different levels of Message Sidedness cause a variation in Perceived Attention and Elaboration levels. The means of Perceived Attention and Elaboration for the different levels of Congruence and Message Sidedness are displayed in Tables 5.12 and 5.13 (also see Appendix 8.13 for different manipulation means), and plotted in Figures 5.3 and 5.4. No interaction effects between Congruence and Message Sidedness were discovered. Hence, only the main effects will be discussed.

Attention and Elaboration	Mean	Std Dev
Congruent	3.92	1.33
Moderately Incongruent	4.01	1.25
Extremely Incongruent	4.11	1.18
Total	4.02	1.26

Table 5.12: Perceived Attention and Elaboration for Different Levels of Congruence

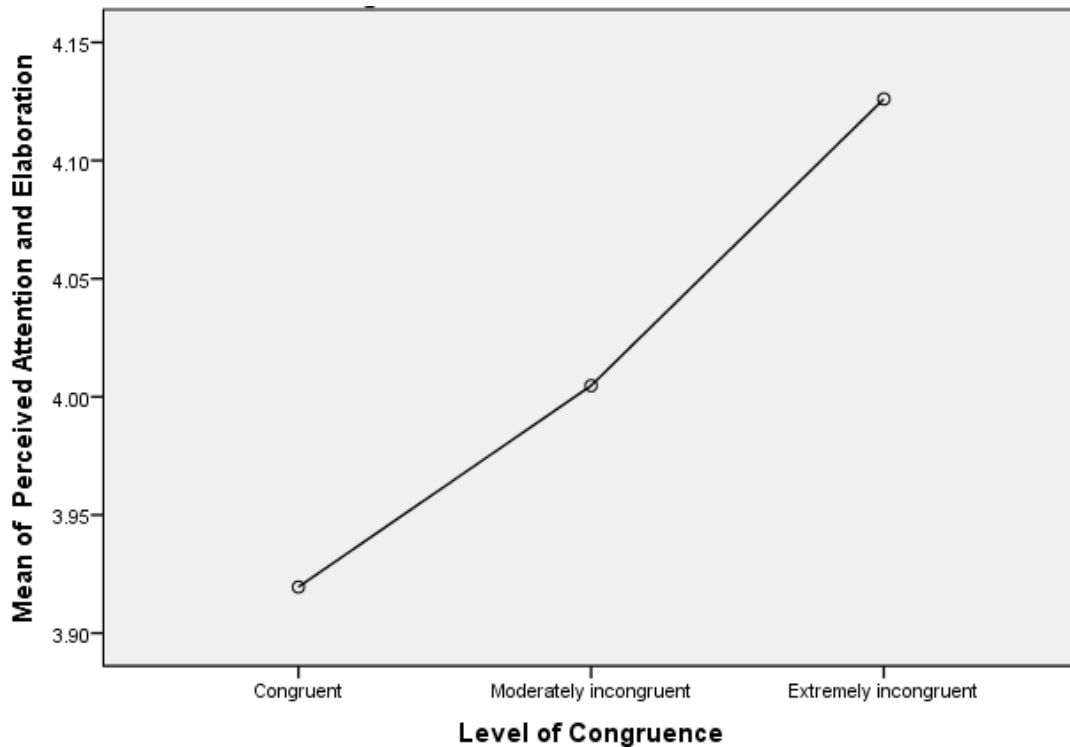


Figure 5.3: Means Plot for Perceived Attention and Elaboration for Different Levels of Congruence

Attention and Elaboration	Mean	Std Dev
One-sided	3.80	1.30
Two-sided	4.23	1.19
Total	4.02	1.26

Table 5.13: Means Plot for Perceived Attention and Elaboration for Different Levels of Message Sidedness



Figure 5.4: Means Plot for Perceived Attention and Elaboration for Different Levels of Message Sidedness

Table 5.12 and Figure 5.3, show that ad-brand incongruence minimally increases Attention and Elaboration, which follows the trend predicted in Hypothesis Three, which states that Congruence has a negative relationship with Attention and Elaboration. However, the ANCOVA, as previously discussed, showed this effect was not significant. Table 5.13 and Figure 5.4 show that two sided messages create higher means for Perceived Attention and Elaboration. As the ANCOVA shows this effect is significant, which shows support for Hypothesis Four.

5.5.3 *Effects on Attitude towards the Ad*

To examine the effects on Attitude towards the Ad a two-way ANCOVA was conducted where the Level of Congruence and Message Sidedness were entered as the independent variables. The results indicated that Prior Brand Attitude was the only covariate affecting Attitude towards the Ad ($F(1, 517) = 32.96, p < .01, \eta_p^2 = .06$). This indicates that Prior Brand Attitude needs to be considered when trying to influence attitudes toward advertisements. The effects of Prior Brand Attitude are further explored in Section 5.7.

Furthermore, the results show that the main effects of Congruence and Message Sidedness on Attitude towards the Ad are both significant ($F(2, 517) = 5.55, p < .01, \eta_p^2 = .02$ and $F(1, 517) = 19.54, p < .01, \eta_p^2 = .04$, respectively). This indicates that different levels of Congruence and Message Sidedness cause variation in Attitude towards the Ad. The means of Perceived Attitude towards the Ad for the different levels of Congruence and Message Sidedness are displayed in Tables 5.14 and 5.13, and plotted in Figures 5.5 and 5.6.

Attitude towards the Ad	Mean	Std Dev
Congruent	4.30	1.51
Moderately Incongruent	3.87	1.56
Extremely Incongruent	3.81	1.61
Total	3.99	1.57

Table 5.14: Perceived Attitude towards the Ad for different Levels of Congruence

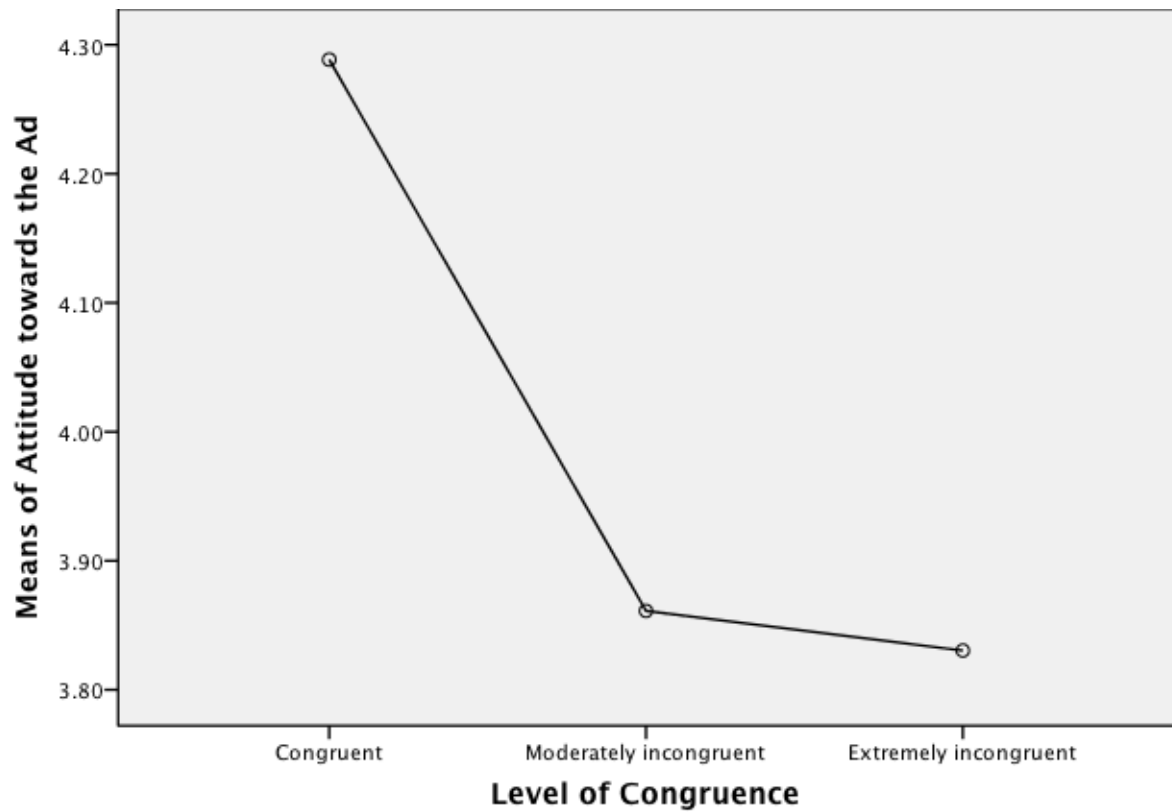


Figure 5.5: Means Plot for Perceived Attitude towards the Ad for Different Levels of Congruence

Attitude towards the Ad	Mean	Std Dev
One-sided	4.30	1.51
Two-sided	3.69	1.57
Total	3.99	1.57

Table 5.15: Perceived Attitude towards the Ad for Different Levels of Message Sidedness



Figure 5.6: Means Plot for Perceived Attitude towards the Ad for Different Levels of Message Sidedness

The analysis also indicates there was a significant interaction effect between Congruence and Message Sidedness ($F(2, 517) = 5.35, p < .01, \eta_p^2 = .02$). When examining the interaction between the two independent variables on Attitude towards the Ad, the results indicate that, overall, one-sided messages were more favourable. However, two-sided messages were perceived better when the ad was congruent with the brand image. This interaction effect can be viewed in Figure 5.7.

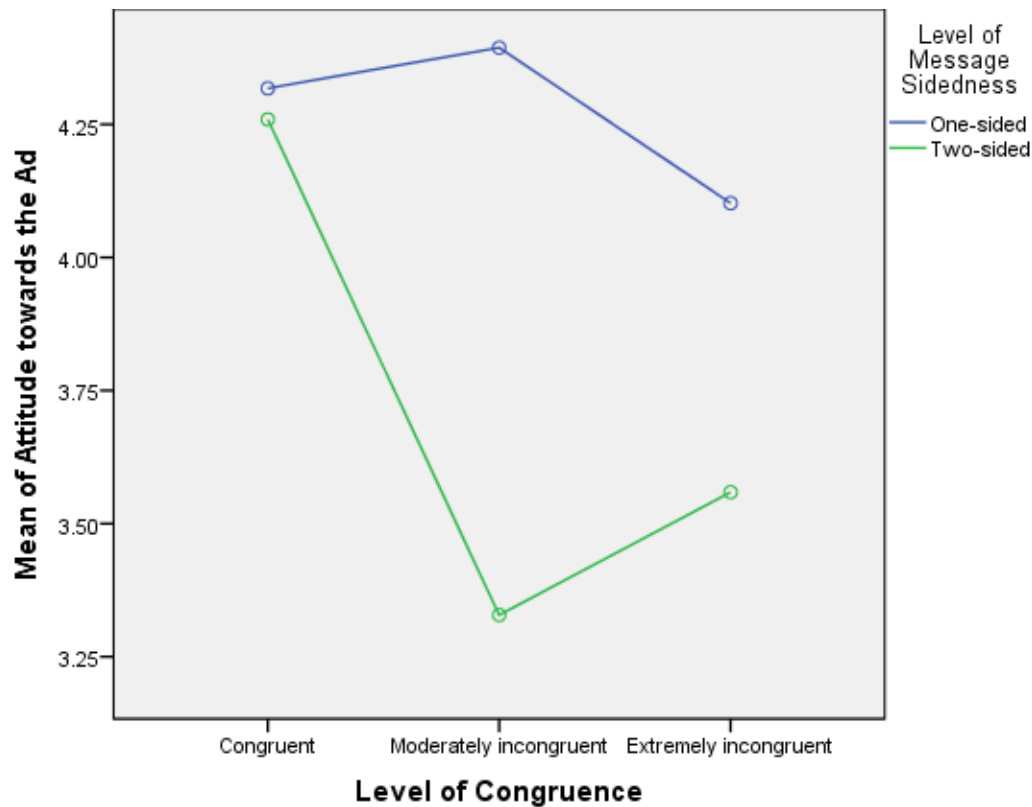


Figure 5.7: Interaction effect between Congruence and Message Sidedness on Attitude towards the Ad

The results, as depicted in Table 5.14 and Figure 5.5, show that Attitude towards the Ad decreases with incongruence. However, the Tukey HSD Post-Hoc test revealed that there was no difference in Attitude towards the Ad between extremely incongruent and moderately incongruent conditions ($p > .05$), as both incongruent conditions received significantly lower scores for Attitude towards the Ad. Overall, the results indicate that Congruence has a significant positive effect on Attitude towards the Ad, which provides support for Hypothesis Six.

Furthermore, the ANCOVA revealed that two-sided messages led to less favourable advertisement attitudes. Consequently, Message Sidedness has a negative effect on Attitude towards the Ad, which opposes Hypothesis Seven.

5.5.4 Effects on Attitude towards the Corporate Brand

To test the effects of Congruence, Message Sidedness and Argument Quantity on Attitude towards the Corporate Brand, a 3x2x2 factorial ANCOVA was conducted. The results indicate that several covariates significantly affect consumer perceptions of Attitude towards the Corporate Brand. This includes Need for Cognition, Prior Brand Attitude and Enduring

Involvement ($F(1, 511) = 4.18, p < .05, \eta_p^2 = .01$; $F(1, 511) = 159.17, p < .01, \eta_p^2 = .24$; and $F(1, 511) = 4.63, p < .05, \eta_p^2 = .01$, respectively).

Furthermore, the results indicate that the main effects of Congruence, Message Sidedness and Argument Quantity are all significant ($F(2, 511) = 4.48, p < .05, \eta_p^2 = .02$; $F(1, 511) = 25.78, p < .01, \eta_p^2 = .05$; and $F(1, 511) = 12.14, p < .01, \eta_p^2 = .02$, respectively). This indicates that different levels of Congruence, Message Sidedness and Argument Quantity provide variation in respondents' Attitude towards the Corporate Brand. The means for Perceived Attitude towards the Corporate Brand for the different levels of Congruence, Message Sidedness and Argument Quantity are displayed in Tables 5.16 - 5.18, and plotted in Figures 5.8 - 5.10.

Attitude towards the Corporate Brand	Mean	Std Dev
Congruent	4.74	1.26
Moderately Incongruent	4.48	1.34
Extremely Incongruent	4.40	1.36
Total	4.54	1.33

Table 5.16: Perceived Attitude towards the Corporate Brand for Different Levels of Congruence

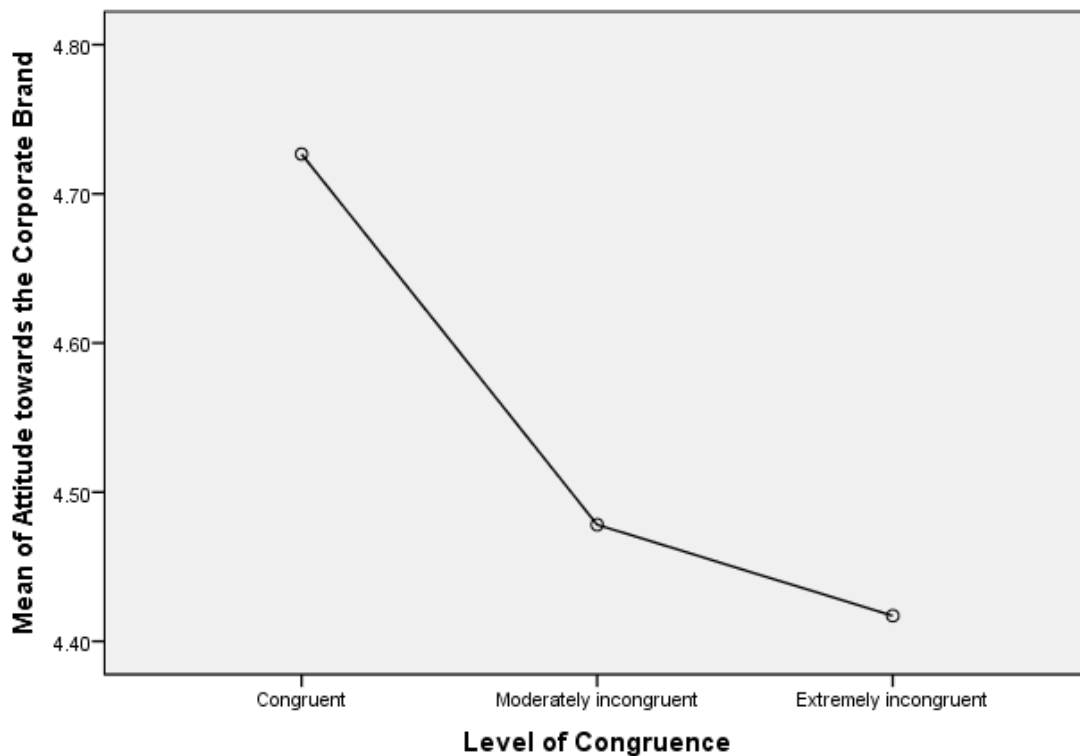


Figure 5.8: Means Plot for Perceived Attitude towards the Corporate Brand for Different Levels of Congruence

Attitude towards the Corporate Brand	Mean	Std Dev
One-sided	4.81	1.26
Two-sided	4.27	1.36
Total	4.54	1.33

Table 5.17: Perceived Attitude towards the Corporate Brand for Different Levels of Message Sidedness



Figure 5.9: Means Plot for Perceived Attitude towards the Corporate Brand for Different Levels of Message Sidedness

Attitude towards the Corporate Brand	Mean	Std Dev
High	4.40	1.41
Low	4.67	1.23
Total	4.54	1.33

Table 5.18: Perceived Attitude towards the Corporate Brand for Different Levels of Argument Quantity

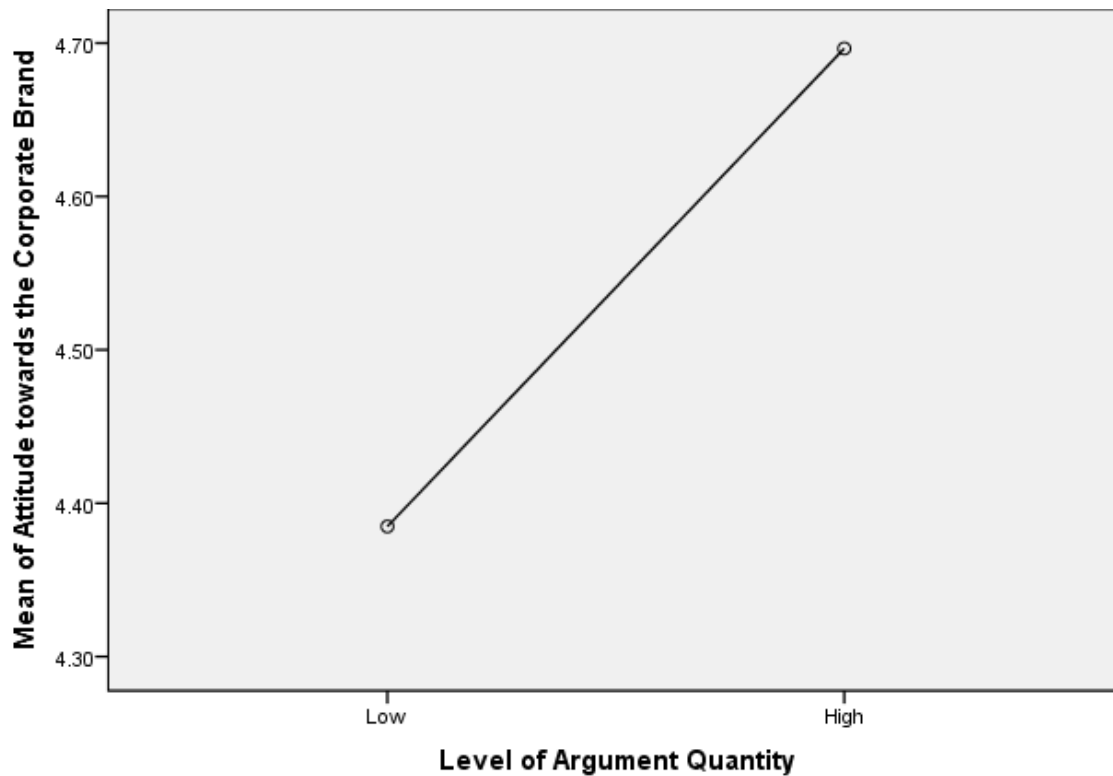


Figure 5.10: Means Plot for Perceived Attitude towards the Corporate Brand for Different Levels of Argument Quantity

Additionally, the ANCOVA revealed two significant interaction effects between the independent variables. Specifically, the results indicate there was an interaction effect between Congruence and Message Sidedness ($F(2, 511) = 5.99, p < .01, \eta_p^2 = .02$) and between Congruence and Argument Quantity ($F(2, 511) = 3.89, p < .05, \eta_p^2 = .02$). This indicates that, for different levels of Congruence, Attitude towards the Corporate Brand Levels varied depending on Level of Message Sidedness and Argument Quantity. These interaction effects can be viewed in Figures 5.11 and 5.12.

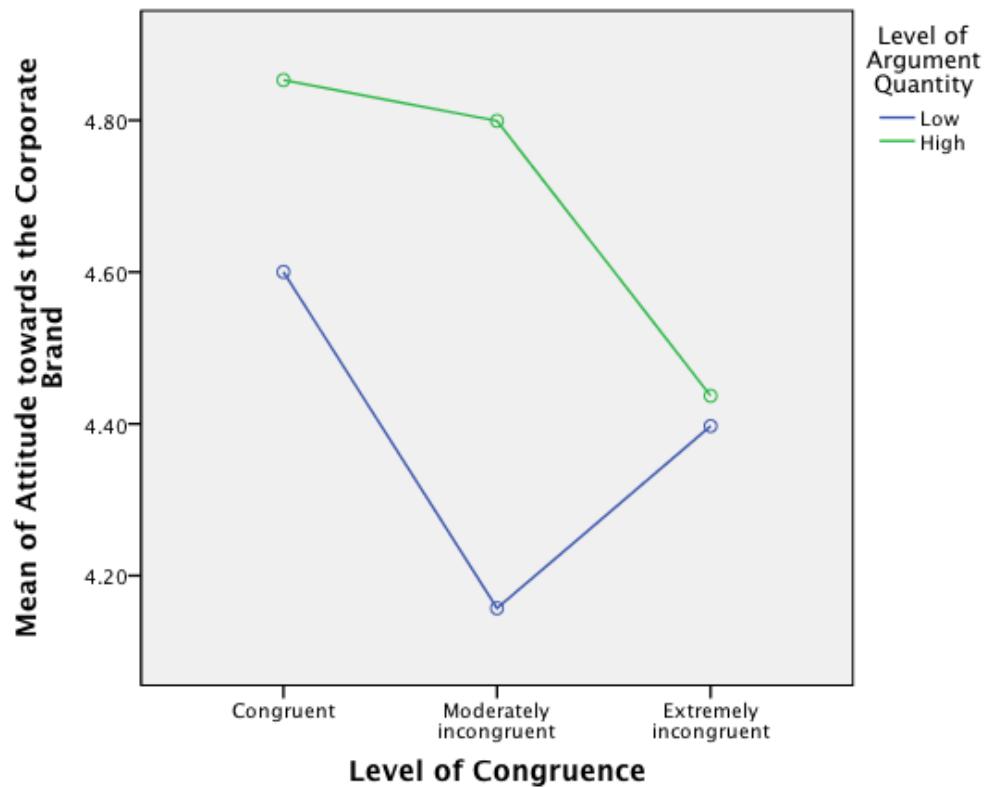


Figure 5.11: Interaction effect between Congruence and Argument Quantity on Attitude towards the Corporate Brand

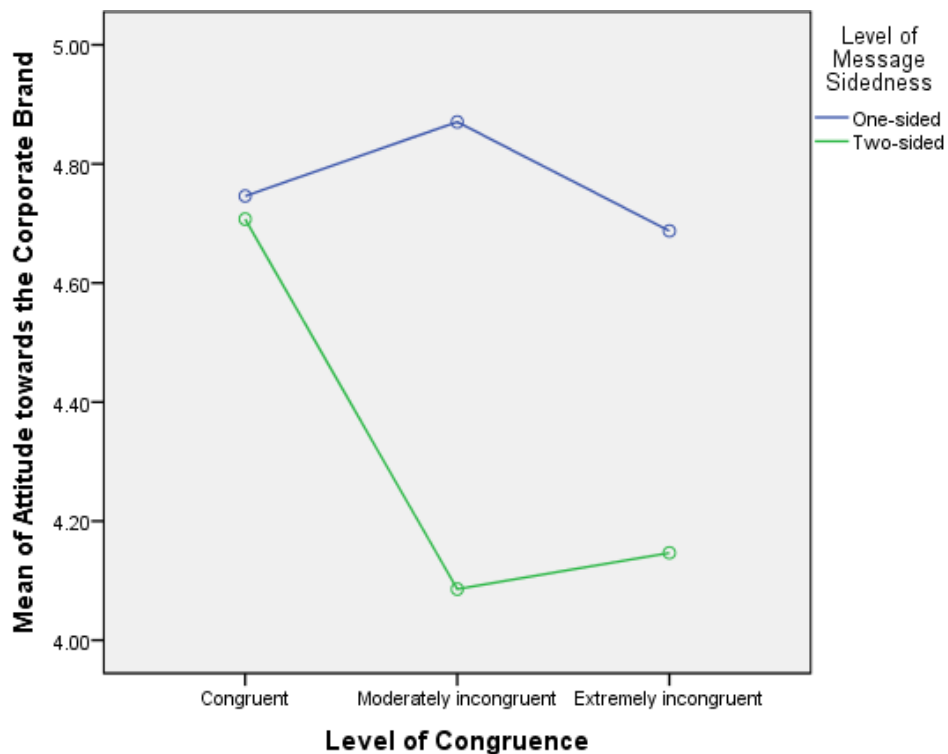


Figure 5.12: Interaction effect between Congruence and Message Sidedness on Attitude towards the Corporate Brand

Results, as depicted in Table 5.16 and Figure 5.8, show Congruence positively affected Attitude towards the Corporate Brand. However, this result was only significant between the

congruent and extremely incongruent manipulations, as a Tukey HSD Post-Hoc test revealed that there was no significant difference in Attitude towards the Corporate Brand for the congruent and moderately incongruent manipulation ($p > .05$) as well as between the extreme and moderately incongruent manipulations ($p > .05$). Overall, the results still provide support for Hypothesis Nine.

Furthermore, the results, as depicted in Table 5.17 and Figure 5.9, show that Message Sidedness affected Attitude towards the Corporate Brand negatively, while it was hypothesised that it would have a positive effect. Consequently, the results do not provide support for Hypothesis Ten.

Finally, the results, as depicted in Table 5.18 and Figure 5.10 show that, as predicted, Argument Quantity positively affected Attitude towards the Corporate Brand, which indicates support for Hypothesis Eleven.

5.6 PATH ANALYSIS OF THE CONCEPTUAL MODEL

The ANCOVAS in the previous section only evaluated the effects of the independent variables on each dependent variable separately, by exploring how the dependent variables differed for different levels of the independent variables. This section explores the specific path effects and overall model using a Partial Least Squares (PLS) approach. This analysis was conducted using the SmartPLS2.0 software. First, this section discusses the measurement model to confirm the reliability and validity of the scales. A testing of the structural model, which provides hypothesis testing, follows this in the structural model section. However, the hypotheses involving moderation effects are tested in a separate section.

5.6.1 The Measurement Model

The constructs used in this research are latent variables, which are measured by reflective indicators, as changes in the latent variables are reflected in the indicators (Diamantopoulos & Siguaw, 2006). Before proceeding with the path analysis, the validity and reliability of the constructs used in the measurement model was checked. Because the model in this research is a reflective measurement model, it is important to assess the internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted) and discriminant validity (Hair, Hult, Ringle, & Sarstedt, 2014).

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Initially, all indicator items were entered for each latent construct, except for Corporate Credibility, where just the indicators items of the trustworthiness dimension were entered as discussed in Section 5.3.1. First, the indicator items were examined for their convergent validity, which refers to the extent to which the indicators correlate and represent the latent constructs (Chin, 2010). All indicators had outer loadings of above .708, which is commonly used as a cut-off point to determine for indicator reliability, as this means the indicator explains at least 50% of the indicator's variance is explained by the latent construct (Hair et al., 2014). However, for some constructs the convergent validity could be increased by removing indicator items with relatively lower outer loadings than the other items for this construct, as the closer indicator loadings better explain the construct (Chin, 2010). Consequently, indicator items were reviewed and led to the removal of items CC8r, AE4, AE6 and AE7 (see Table 5.19 for items final outer loadings).

Furthermore, it was important to ensure all constructs were distinct from other constructs, which is also known as discriminant validity (Hair et al., 2014). Consequently, the indicator item cross-loadings for each construct were examined. Table 5.19 indicates that the indicators outer loadings for each construct were all larger than its loadings onto another construct.

	AAD	AE	AQ	BA	CC	CON	MS
AAD1	.94	.25	-.04	.60	.35	.46	-.24
AAD2	.93	.21	.06	.61	.36	.44	-.38
AAD3	.94	.27	.00	.59	.38	.45	-.24
AE1	.16	.88	.07	.10	.16	.01	.09
AE2	.12	.87	.06	.08	.13	-.02	.04
AE3	.30	.91	.09	.25	.24	.09	-.01
AE5	.27	.86	.05	.17	.13	.07	.01
AQ1	.02	.06	.96	.11	-.02	.12	-.14
AQ2	.00	.07	.97	.10	-.02	.09	-.17
AQ3	.01	.10	.95	.10	-.03	.09	-.13
BA1	.63	.18	.10	.97	.62	.36	-.28
BA2	.61	.18	.10	.98	.62	.34	-.27
BA3	.63	.19	.10	.96	.60	.35	-.25
BA4	.62	.18	.11	.97	.62	.34	-.28
CC5	.35	.21	-.01	.58	.90	.20	-.15
CC6	.36	.18	-.03	.58	.93	.20	-.11
CC7	.37	.17	-.02	.60	.95	.23	-.14
CON1	.44	.05	.10	.34	.22	.97	-.20
CON2	.48	.05	.09	.35	.21	.97	-.22
CON3	.47	.05	.11	.36	.22	.97	-.21
MS1	-.26	.03	-.17	-.22	-.10	-.19	.95
MS2	-.26	.03	-.16	-.24	-.12	-.18	.96
MS3	-.28	.03	-.13	-.27	-.16	-.21	.96
MS4	-.34	.02	-.14	-.31	-.16	-.23	.93

Table 5.19: Outer Model Loadings and Cross-Loadings

As discussed, discriminant validity was addressed by interpreting the indicator item cross-loadings onto different constructs. However, this method is perceived as liberal (Hair, Ringle, & Sarstedt, 2011). Consequently, the Fornell-Larcker criterion was used to further assess discriminant validity, where “the square root of each construct’s AVE should be greater than its highest correlation with any other construct” (Hair et al., 2014, p. 105). The results of this test, as displayed in Table 5.20, indicate that all constructs met the specific criteria, where the \sqrt{AVE} was greater than the highest correlation with any of the other constructs. Consequently, this confirmed the discriminant validity of the constructs.

	A&E	AAD	AQ	BA	CC	CON	MS
A&E	.88						
AAD	.26	.94					
AQ	.08	.01	.96				
BA	.19	.64	.11	.97			
CC	.20	.39	-.02	.63	.93		
CON	.05	.48	.11	.36	.22	.97	
MS	.03	.31	-.15	-.28	-.14	-.21	.95

* Values in italic: \sqrt{AVE} of the respective construct

Table 5.20: Fornell-Larcker Criterion Analysis

Apart from examining the indicator reliability, another aspect of the convergent validity of a construct includes the examination of the average variance extracted (AVE), which should be at least .5 (Hair et al., 2014). The average variance extracted as well as the composite reliability examined for the different constructs and can be viewed Table 5.21, which illustrates that the P_c (>.9) and AVE (>.7) scores were very high. P_c values should be above .6. Consequently, it was concluded that the indicators used for the constructs were both valid and reliable.

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Construct and Items	Loadings	AVE	Composite Reliability
<i>Attention and Elaboration</i>		.78	.93
AE1	.88		
AE2	.87		
AE3	.91		
AE5	.86		
<i>Attitude towards the Ad</i>		.89	.96
AAD1	.94		
AAD2	.93		
AAD3	.94		
<i>Argument Quantity</i>		.93	.97
AQ1	.96		
AQ2	.97		
AQ3	.95		
<i>Attitude towards the Corporate Brand</i>		.94	.98
BA1	.97		
BA2	.98		
BA3	.96		
BA4	.97		
<i>Corporate Credibility</i>		.86	.95
CC5	.90		
CC6	.93		
CC7	.95		
<i>Ad-Brand Congruence</i>		.94	.98
CON1	.97		
CON2	.97		
CON3	.97		
<i>Message Sidedness</i>		.90	.97
MS1	.95		
MS2	.96		
MS3	.96		
MS4	.93		

Table 5.21: Outer Loadings, Composite Reliability and AVE

5.6.2 Structural Model

After confirming the validity and reliability of the measurement model, the structural model was evaluated to determine the significance of the path estimates. However, it was important to first assess whether the constructs were free from any collinearity issues to ensure the path coefficients were free from bias (Hair et al., 2014). Collinearity statistics for the indicator variables are displayed in Table 5.22, which indicates there were no problems with multicollinearity.

Set 01		Set 02		Set 03	
<i>Construct</i>	<i>VIF</i>	<i>Construct</i>	<i>VIF</i>	<i>Construct</i>	<i>VIF</i>
CON	1.05	CON	1.09	CON	1.32
MS	1.05	MS	1.06	MS	1.15
		CC	1.06	AQ	1.05
				CC	1.21
				AE	1.09
				AAD	1.60

* $VIF < 5.00$

Table 5.22: Collinearity Assessment of the Structural Model

The next step in the analysis involved a path analysis for the complete model, which can be viewed in Figure 5.13. In the model, the path coefficients and their significance are displayed on the path lines between the constructs. For each construct, the coefficient of determination (R^2) and their predictive relevance (Q^2) are displayed within the construct circle.

To determine the significance of the path coefficients, the t-statics were obtained through a bootstrapping procedure. The bootstrapping procedure is a non-parametric method to ensure precision of the model estimates. For this research, 5000 sample sets were created with 528 cases to determine path significance.

The results of the significance of the relationships were found to be relatively similar to those found in Section 5.5. However, the ANCOVAs showed some significant positive effects, which were no longer found to be significant in the PLS analysis. This included the effect of Message Sidedness on Attention and Elaboration as well as those of Congruence and Message Sidedness on Attitude towards the Corporate Brand. Furthermore, the PLS analysis found that both Congruence and Message Sidedness had significant effects on Corporate Credibility, which were not found to be significant in the ANCOVA procedure.

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Unlike the ANCOVAs in Section 5.5, the PLS path analysis explored the relationships between the endogenous constructs. This included testing the effects of Corporate Credibility on Attention and Elaboration as well as Attitude towards the Ad; the effect of Attention and Elaboration on Attitude towards the Corporate Brand; and the effect of Attitude toward the Ad on Attitude towards the Corporate Brand. Apart from the effects of Attention and Elaboration on Attitude towards the Corporate Brand, these relationships were all found to be significant. See Table 5.23 for the path coefficients and their significance.

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Structural Path	Path β	t	Sig
Congruence -> Corporate Credibility	.20	4.43	**
Congruence -> Attention and Elaboration	.02	0.40	NS
Congruence -> Attitude towards the Ad	.37	9.17	**
Congruence -> Attitude towards the Corporate Brand	.02	0.61	NS
Message Sidedness -> Corporate Credibility	-.10	2.25	*
Message Sidedness -> Attention and Elaboration	.06	1.29	NS
Message Sidedness -> Attitude towards the Ad	-.19	4.89	**
Message Sidedness -> Attitude towards the Corporate Brand	-.06	1.91	NS
Argument Quantity -> Attitude towards the Corporate Brand	.10	3.84	**
Corporate Credibility -> Attention and Elaboration	.21	4.59	**
Corporate Credibility -> Attitude towards the Ad	.28	6.51	**
Corporate Credibility -> Attitude towards the Corporate Brand	.45	11.37	**
Attention and Elaboration -> Attitude towards the Corporate Brand	-.03	0.73	NS
Attitude towards the Ad -> Attitude towards the Corporate Brand	.44	9.22	**

** $p < .01$; * $p < .05$; NS – *not significant*

Table 5.23: Structural Model Path Coefficients and Significance

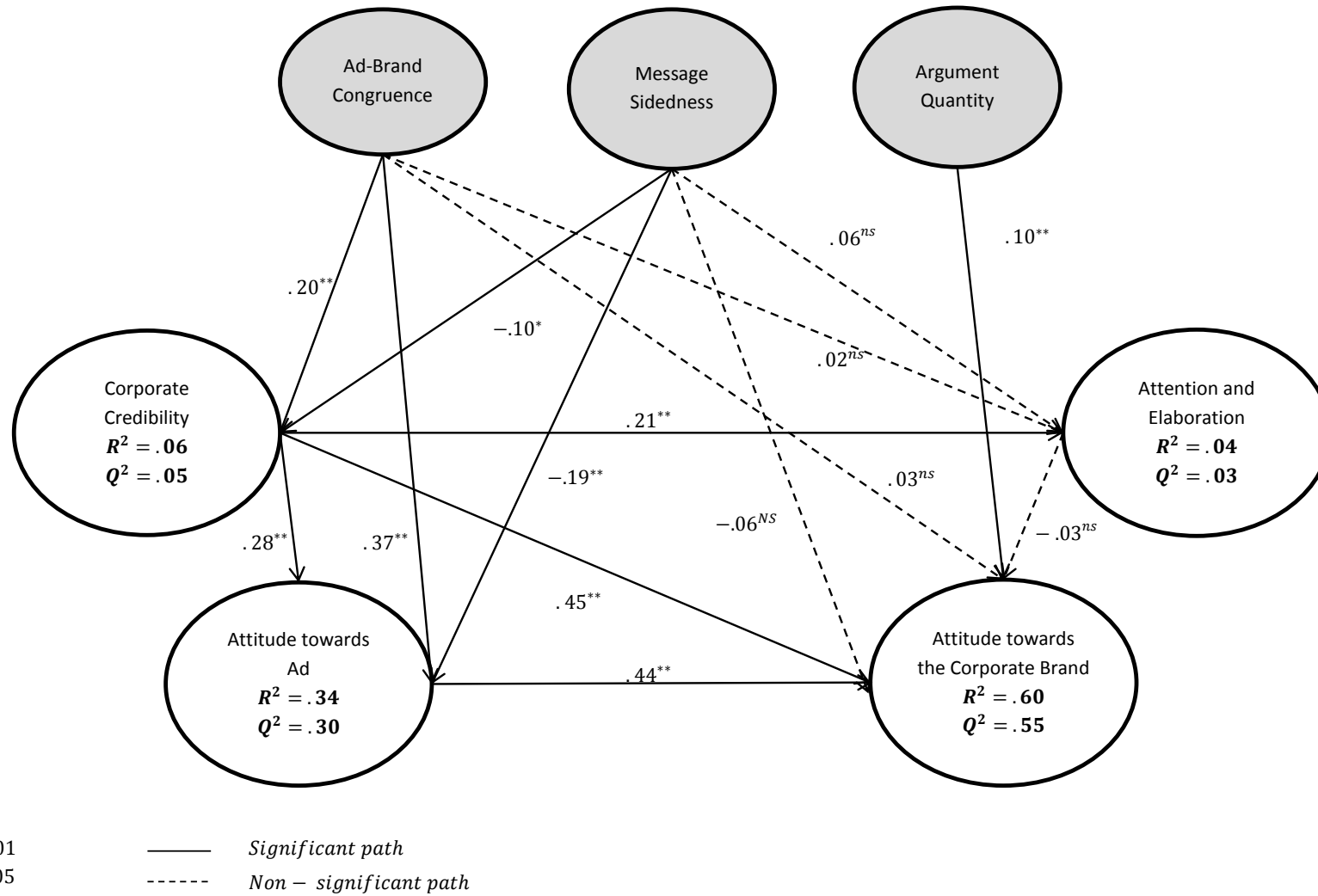


Figure 5.13: Full Structural Model

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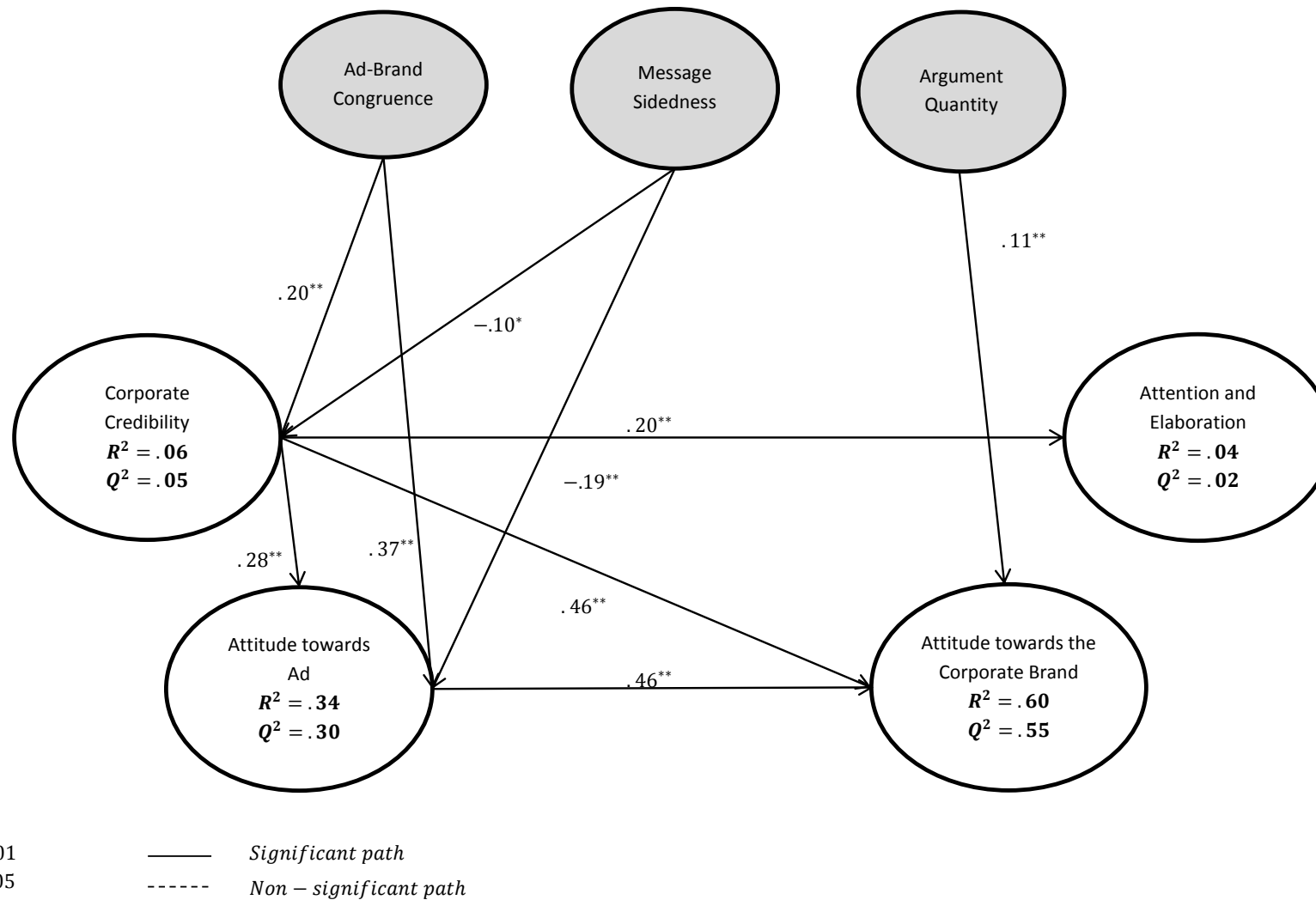


Figure 5.14: Structural Model without Non-Significant Paths

Table 5.23 indicates that the negative effects of Message Sidedness on Corporate Credibility and Attitude towards the Ad were both significant. However, Hypotheses Two and Seven, concerning these relationships, predicted these relationships to be positive. Furthermore, unlike the ANCOVA result Message Sidedness was not found to have a significant direct effect on Attitude towards the Corporate Brand. Consequently, this shows there is no support for Hypotheses Two, Seven and Ten. An overview of the hypotheses and brief summary is provided in Section 5.8.

Next, the total effects of constructs to include indirect effects were calculated. However, as non-significant paths affect the size of the total effect sizes and of the coefficients of determination (R^2), these were deleted and the model was rerun (Figure 5.14). In total, there were seven total effects calculated, which were all significant as can be viewed in Table 5.24.

Structural Path	Path β	T	Sig
Corporate Credibility -> Attitude towards the Corporate Brand	.58	15.66	**
Congruence -> Attention and Elaboration	.04	3.26	**
Congruence -> Attitude towards the Ad	.43	10.45	**
Congruence -> Attitude towards the Corporate Brand	.29	8.29	**
Message Sidedness -> Attention and Elaboration	-.02	2.37	*
Message Sidedness -> Attitude towards the Ad	-.21	5.39	**
Message Sidedness -> Attitude towards the Corporate Brand	-.14	4.39	**

** $p < .01$; * $p < .05$

Table 5.24: Total Effects and Significance

When examining the coefficients of determination in the rerun model (Figure 5.14), it can be observed that 6% of the variance in Corporate Credibility can be explained by Congruence and Message Sidedness. Congruence, Message Sidedness and Corporate Credibility cumulatively explained 4% of Attention and Elaboration, while explaining 34% of Attitude towards the Ad. 60% of Attitude towards the Corporate Brand was explained by the cumulative effects of Congruence, Message Sidedness, Argument Quantity, Corporate Credibility and Attitude towards the Ad. When assessing the R^2 values, it needs to be considered that in consumer behaviour, R^2 values of .2 are considered high (Hair et al., 2014; Hair et al., 2011). Overall, the R^2 values are considered satisfactory.

The next step involved calculating the f^2 statistic, which reflects the change in R^2 of an endogenous construct caused by the exogenous construct. The change in R^2 is calculated by

calculating R^2 including and excluding a particular exogenous construct. The f statistic helps determine whether the exogenous construct has a substantial effect on the construct of interest (Hair et al., 2014). Therefore, f^2 provides important information regarding the effect of the exogenous construct in explaining the variation of the endogenous constructs. The effect size can be calculated using the following formula

$$f^2 = \frac{R_{included}^2 - R_{excluded}^2}{1 - R_{included}^2} \} \text{ with multiple exogenous constructs}$$

$$f^2 = \frac{R_{included}^2}{1 - R_{included}^2} \} \text{ with a single exogenous construct}$$

(Hair et al., 2014)

This formula calculates the effect size of a particular exogenous construct on the endogenous construct in question by examining the change in R^2 produced by the exogenous construct. Results for this analysis can be viewed in Table 5.25.

	CC			AE			AAD			BA		
	β	f^2	q^2	β	f^2	q^2	β	f^2	q^2	β	f^2	q^2
CON	.32	.12	.07				.33	.16	.10			
MS	-.11	.02	.01				-.16	.04	.03			
AQ										.09	.02	.02
CC				.23	.06	.03	.38	.21	.13	.57	.67	.64
AAD										.33	.22	.19

Table 5.25: Path Coefficients, f^2 and q^2

To interpret the effect sizes similar guidelines as for other methods are used, where .02, .15 and .35 can be regarded as small, medium and large (Cohen, 1988; Hair et al., 2014). Consequently, it can be said that Congruence and Message Sidedness both had a small effect on Corporate Credibility ($f^2 = .04$ and $f^2 = .01$ respectively). Corporate Credibility and Congruence were found to have moderate effects on Attitude towards the Ad ($f^2 = .11$ and $f^2 = .20$ respectively), while Message Sidedness only had a small negative effect ($f^2 = .05$). Corporate Credibility had a small effect on Attention and Elaboration ($f^2 = .04$). When examining the effects on Attitude towards the Corporate Brand, Corporate Credibility and Attitude towards the Ad both had large effects ($f^2 = .44$ and $f^2 = .45$ respectively), while Argument Quantity had a small effect ($f^2 = .03$).

After establishing the effect size, it was important to check the predictive relevance (q^2) of the different exogenous constructs on the latent variables. The first step in this process included the calculation of Q^2 for each latent construct, which was done using a Blindfolding procedure. The blindfolding procedure is run to assess the predictive relevance of the path model by omitting every data point of a given distance (d^{th} distance), rerunning the model using the PLS-SEM algorithm by treating the omitted data points as missing values and predicting omitted points. The predicted values are then compared to the actual value of the omitted data point to measure any variation (Hair et al., 2014). The Blindfolding procedure followed by a comparable process to the calculation of f^2 , where Q^2 was calculated for each latent construct including and excluding the effect of the exogenous construct. The same formula used to calculate f^2 was used, where Q^2 was substituted for R^2 values. Results are presented in Table 5.25.

q^2 values can be interpreted using the guidelines to interpret f^2 (Hair et al., 2014). Consequently, Table 5.25 reveals the predictive value of Congruence and Message Sidedness for Corporate Credibility were both small ($q^2 = .04$ and $q^2 = .01$ respectively). Corporate Credibility's predictive value for Attention and Elaboration was small ($q^2 = .02$). Furthermore, Message Sidedness had a small predictive impact on Attitude towards the Ad ($q^2 = .04$), while this impact was closer to medium for Congruence and Corporate Credibility ($q^2 = .09$ and $q^2 = .16$ respectively). For Attitude towards the Corporate Brand, Argument Quantity had a small predictive value ($q^2 = .01$), while Attitude towards the Ad and Corporate Credibility had large predictive impacts ($q^2 = .35$ and $q^2 = .41$ respectively).

5.6.3 New Paths

A full model, including all possible relationships, was run, which identified two new paths. The new significant relationships included the negative effect of Argument Quantity and the positive effect of Attention and Elaboration on Attitude towards the Ad ($\beta = -.07$, $t = 1.99$, $p < .05$ and $\beta = .21$, $t = 5.63$, $p < .01$, respectively). Additionally, the relationship between Message Sidedness and Attitude towards to Corporate Brand was found to be significant, where Message Sidedness negatively affected brand attitudes ($\beta = -.06$, $t = 2.10$, $p < .05$), which still opposes Hypothesis Ten. This model can be viewed in Figure 5.15.

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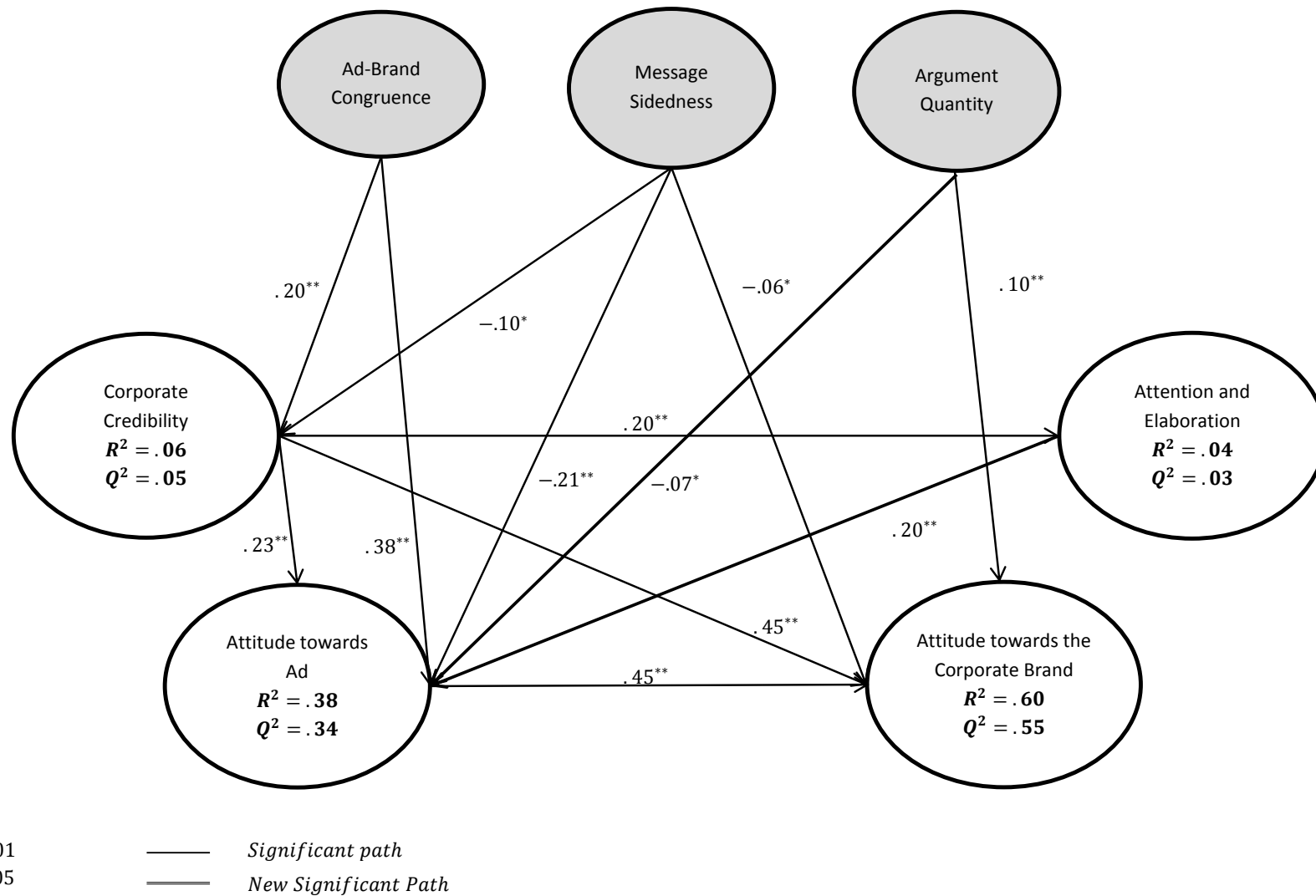


Figure 5.15: Full Model with New Significant Paths

5.6.4 Moderation Analysis

Hypotheses Fifteen, Sixteen and Seventeen predicted there were several moderating relationships. Interaction variables were created to test these moderating effects, which were all found to be non-significant. Consequently, Hypotheses Fifteen, Sixteen and Seventeen were all rejected. Results for the hypothesised moderation effects are shown in Table 5.26.

Hypothesis	Path β	t	Sig
H ₁₅ : MSxCON -> BA	-.00	0.06	NS
H ₁₆ : AExMS -> BA	-.00	0.06	NS
H ₁₇ : AExAQ -> BA	.09	1.33	NS

Table 5.26: Interaction Effects Results

5.7 FURTHER ANALYSIS

Further analysis was conducted to check the effects of several of the covariate variables and can be viewed in Appendices 8.15 - 8.20. Specifically, this included testing the model for different levels of Prior Brand Attitude, Enduring Involvement, Brand Familiarity and age. Furthermore, Chapter Three identified Argument Quality as a potential confounding variable that potentially affects the persuasion process and consequently, Attitude towards the Corporate Brand. Therefore, the model was also tested for different levels of Perceived Argument Quality.

For Prior Brand Attitude, the data was split based on the mean and the model was re-run for low and high levels of Prior Brand Attitude (see Appendix 8.15 for both models). The results indicate that for low levels of Prior Brand Attitude, Message Sidedness no longer affects Corporate Credibility ($\beta = -.03$, $t = 0.56$), while the level of Congruence now affects Attitude towards the Corporate Brand ($\beta = -.09$, $t = 2.59$). This is a negative effect, indicating that for respondents with a negative Prior Brand Attitude, incongruent advertising resulted in more positive brand attitudes than congruent advertising. Contrarily, the results illustrated that for respondents with a positive (high) Prior Brand Attitude, Congruence also significantly affects Attitude towards the Brand, yet Congruence leads to more favourable brand attitudes ($\beta = .09$, $t = 3.51$). Furthermore, the results showed that for high Prior Brand Attitude, Message Sidedness has a positive effect on Attention and Elaboration ($\beta = .14$, $t = 3.01$) – indicating that in this case, two-sided messages led to higher levels of Attention and Elaboration. For

high Prior Brand Attitude, Message Sidedness had significant relationship with Attention and Elaboration and Attitude towards the Corporate Brand ($\beta = .12$, $t = 2.58$ and $\beta = -.11$, $t = 3.28$ respectively). Two-sided messages were found to increase message processing, but lead to less favourable brand attitudes.

A similar process was followed for Enduring Involvement, where the file was split, based on the mean, for low and high involvement. The re-run models for high and low involvement can be viewed in Appendix 8.16. For low involved respondents, Message Sidedness was found to affect Attention and Elaboration and Attitude towards the Corporate Brand ($\beta = .11$, $t = 2.29$ and $\beta = -.07$, $t = 2.27$ respectively). Two-sided message increased the extent to which the respondents paid attention and elaborated on the advertisement and led to negative brand evaluations. For high involved respondents, the results indicated that Message Sidedness no longer affects Corporate Credibility ($\beta = -.07$, $t = 1.58$).

Furthermore, to account for the regular household shoppers, the model was tested for respondents that scored five or higher for average Enduring Involvement with supermarkets. This cut off point was chosen to exclude those with moderate involvement. The results show an overall increase in R^2 as can be seen in Appendix 8.16. The results indicate that Congruence now affects Attitude towards the Brand ($\beta = .17$, $t = 5.36$) and show that congruent advertisements led to more favourable brand attitudes. Similarly, the relationship between Congruence and Attention and Elaboration was also significant ($\beta = .12$, $t = 2.74$), which meant that congruent messages led to increased Attention and Elaboration, thus opposing Hypothesis Three. However, Congruence no longer had a significant relationship with Corporate Credibility ($\beta = .08$, $t = 1.27$). Finally, the results indicate that there was a significant interaction effect between Message Sidedness and Congruence on Attitude towards the Corporate Brand ($\beta = -.08$, $t = 2.99$).

A similar process as with Prior Brand Attitude and Enduring Involvement was used to split the file for high and low levels of Need for Cognition. The model was rerun for both levels of Need for Cognition. The re-run models indicated there were no changes in results for respondents with high levels of Need for Cognition. However, for respondents with a low Need for Cognition, Message Sidedness no longer had a significant effect on Corporate Credibility ($\beta = -.07$, $t = 1.55$) and Attention and Elaboration now affected Attitude towards the Corporate Brand ($\beta = -.09$, $t = 2.53$). The results can be viewed in Appendix 8.17.

To account for the age skew present in the sample, the model was re-run for respondents of 35 and above as this age cut off includes respondents who at some point in their lives have been responsible for grocery shopping (Appendix 8.18). The re-run model illustrates that the relationship between Message Sidedness and Attitude towards the Corporate Brand was now significant and positive – indicating that two-sided messages led to more favourable brand attitudes ($\beta = .07$, $t = 2.77$). However, the relationship between Message Sidedness and Corporate Credibility was no longer significant ($\beta = -.07$, $t = 1.72$). However, Attention and Elaboration now had a negative effect on Attitude towards the Corporate Brand ($\beta = -.07$, $t = 2.64$), which illustrates that increased Attention and Elaboration led to lower brand attitudes (opposing Hypothesis Fourteen).

Furthermore, the analysis was also run for respondents that reported an average Brand Familiarity score of six out of seven or higher (Appendix 8.19). The results illustrated that Message Sidedness now had a significant effect on Attention and Elaboration ($\beta = .19$, $t = 4.03$) where two-sided messages led to higher levels of Attention and Elaboration. Furthermore, Congruence now had significant positive effect on Attitude towards the Corporate Brand ($\beta = .15$, $t = 3.44$). However, Message Sidedness was found to no longer have a significant relationship with Corporate Credibility ($\beta = -.09$, $t = 1.55$).

Finally, the model was run for different levels of Argument Quality and can be viewed in Appendix 8.20. The analyses showed that there was very little difference between the models for high Argument Quality and the original model. For low Argument Quality, the same relationships were significant compared with the original model. However, for low Argument Quality, Congruence and Message Sidedness now had significant relationships with Attitude towards the Corporate Brand ($\beta = .07$, $t = 2.09$ and $\beta = -.08$, $t = 2.60$ respectively).

5.8 HYPOTHESES RESULTS AND CHAPTER SUMMARY

This main aim of this chapter was to examine the hypotheses that were presented in Chapter Three. This section provides an overview of the hypotheses testing and a summary of the results, while Chapter Six will discuss these results in more detail. An overview of the hypotheses is displayed in Table 5.27.

	Hypothesis	Supported
H ₁	<i>Ad-Brand Congruence has a positive relationship with Corporate Credibility.</i>	✓
H ₂	<i>Message Sidedness has a positive relationship with Corporate Credibility.</i>	X
H ₃	<i>Ad-Brand Congruence has a negative relationship with Attention and Elaboration.</i>	X
H ₄	<i>Message Sidedness has a positive relationship with Attention and Elaboration.</i>	X
H ₅	<i>Corporate Credibility has a positive relationship with Attention and Elaboration.</i>	✓
H ₆	<i>Ad-Brand Congruence has a positive relationship with Attitude towards the Ad.</i>	✓
H ₇	<i>Message Sidedness has a positive relationship with Attitude towards the Ad.</i>	X
H ₈	<i>There is a positive relationship between Corporate Credibility and Attitude towards the Ad.</i>	✓
H ₉	<i>Ad-Brand Congruence has a positive relationship with Attitude towards the Corporate Brand.</i>	X
H ₁₀	<i>Message Sidedness has a positive relationship with Attitude towards the Corporate Brand.</i>	X
H ₁₁	<i>Argument Quantity has a positive relationship with Attitude towards the Corporate Brand.</i>	✓
H ₁₂	<i>Corporate Credibility has a positive relationship with Attitude towards the Corporate Brand.</i>	✓
H ₁₃	<i>Attention and Elaboration has a positive relationship with Attitude towards the Corporate Brand.</i>	X
H ₁₄	<i>Attitude towards the Ad has a positive relationship with Attitude towards the Corporate Brand.</i>	✓
H ₁₅	<i>Two-sided messages moderate the relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand. Two-sided messages can be used to reduce negative effects ad-brand incongruence on Attitude towards the Corporate Brand. Two-sided messages are more effective with incongruent messages than with congruent messages because they explain the incongruence.</i>	X
H ₁₆	<i>Attention and Elaboration moderates the effect of Message Sidedness on Attitude towards the Corporate Brand. Two-sided messages are likely to be more effective when Attention and Elaboration is high.</i>	X
H ₁₇	<i>Attention and Elaboration moderates the effect of Argument Quantity on Attitude towards the Corporate Brand. Argument Quantity is likely to have a greater impact when Attention and Elaboration is low.</i>	X

Table 5.27: Hypotheses Testing Overview

The first two hypotheses examined the effects on Corporate Credibility. Specifically, it was hypothesised that Ad-Brand Congruence and Message Sidedness both had a positive effect on Corporate Credibility. Though Ad-Brand Congruence did indeed have a positive effect on Corporate Credibility, Message Sidedness was found to have a negative effect. Consequently, *Hypothesis One was supported, while Hypothesis Two was rejected.*

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Hypotheses Three, Four, and Five focused on the effects of Ad-Brand Congruence, Message Sidedness and Corporate Credibility on Attention and Elaboration. It was hypothesised that Message Sidedness and Corporate Credibility had a direct positive effect on Attention and Elaboration; while it was hypothesized that Ad-Brand Congruence would have a negative effect. Congruence was not found to have any effect on Attention and Elaboration and consequently, *Hypothesis Three was rejected*. Furthermore, the ANCOVA indicated Message Sidedness had a small effect on Attention and Elaboration, but the PLS procedure indicated this was not significant. Hence, *Hypothesis Four was rejected*. Finally, the results indicate that Corporate Credibility had a positive effect on Attention and Elaboration, indicating *Hypothesis Five was supported*.

The next set of hypotheses examined the effects on Attitude towards the Ad. Hypothesis Six predicted that Congruence had a positive effect on Attitude towards the Ad, which was confirmed in the analysis. Hence, *Hypothesis Six was supported*. Hypothesis Seven predicted that Message Sidedness had a positive relationship with Attitude towards the Ad. The results indicate that there was a significant negative relationship, which meant that *Hypothesis Seven was rejected*. Hypothesis Eight predicted that Corporate Credibility had a positive effect on Attitude towards the Ad. The analyses show there was indeed a positive relationship meaning *Hypothesis Eight was supported*.

Hypotheses Nine to Fourteen explore the effects of Attitude towards the Corporate Brand. It was hypothesised that Ad-Brand Congruence, Message Sidedness, Argument Quantity, Corporate Credibility, Attention and Elaboration and Attitude towards the Ad all have positive direct relationships with Attitude towards the Corporate Brand. Though the ANCOVA found that Ad-Brand Congruence has a direct positive effect on Attitude towards the Corporate Brand, the PLS procedure indicated this relationship was not significant when taking the other relationships into account. Consequently, *Hypothesis Nine was rejected*. Additionally, the analyses revealed that Message Sidedness did not have a direct effect on Attitude towards the Corporate Brand. However, this effect was significant in the optimised model and the ANCOVA analysis, but negative as opposed the positive leading to the *rejection of Hypothesis Ten*. *Hypotheses Eleven, Twelve and Fourteen were supported* as results indicate that Argument Quantity, Corporate Credibility, and Attitude towards the Ad all had a positive effect on Attitude towards the Corporate Brand. Contrarily, this was not the case for the effect of Attention and Elaboration and *Hypothesis Thirteen was rejected*.

Chapter 5 - ANALYSIS AND RESULTS

The final set of hypotheses included several moderation effects. Specifically, it was hypothesised that Message Sidedness affected the relationship between Ad-Brand Congruence and Attitude towards the Corporate Brand. Furthermore, it was hypothesised that Attention and Elaboration affected the relationships of Message Sidedness of Attitude towards the Corporate Brand as well as Argument Quantity on Attitude towards the Corporate Brand. However, the PLS analysis revealed that none of these moderation effects were significant. Consequently, *Hypothesis Fifteen, Sixteen and Seventeen were all rejected.*

Chapter Six further discusses these findings in further detail.

6 DISCUSSION

6.1 INTRODUCTION

This chapter provides a conclusion to this thesis by discussing the major findings of this research as well as the practical and theoretical implications derived from these findings. Furthermore, this chapter explains the limitations of this study and provides suggestions for future research.

6.2 MAJOR RESEARCH FINDINGS

6.2.1 Summary of Research Purpose

Businesses may have to change their image and core values to keep up with societal pressures and remain competitive in the business environment (Hartmann, Ibáñez, & Sainz, 2005). This is among one of the many reasons that companies can or suddenly need to change their brand positioning. When changing brand positioning, the new positioning might be incongruent with the consumer's perception of the brand or brand schema. It is important for marketers to understand how consumers react to this incongruence and how they can best yield positive responses while re-positioning. To achieve this, this research investigated the effects of Ad-Brand Congruence on consumer perceptions of the brand in an advertising setting.

Specifically, this research investigated the effects of (in)congruence in accordance with the advertising techniques of message sidedness and the number of persuasive arguments. Using the ELM (Petty & Cacioppo, 1986b) as a foundation, it was predicted that two-sided messages could be used as a central cue, which was also suggested by Hale, Mongeau and Thomas (1991) and provide resolution hints to enable solving this incongruence (Lee & Schumann, 2004). Furthermore, Argument Quantity was used a peripheral cue to influence brand attitudes (Petty & Cacioppo, 1986b). Chapter Three provided a summary of the conceptual framework that was developed to test this theory using specific research hypotheses.

To test the specific research hypotheses, an online between-subjects factorial experiment was conducted. The results are discussed in the remainder of this chapter.

6.2.2 Effects of Ad-Brand Congruence and Message Sidedness on Corporate Credibility

Based on the incongruity and message sidedness literature, this study proposed that Congruence and Message Sidedness both positively affect Corporate Credibility, which was examined in the first two hypotheses.

Firstly, it was predicted that incongruence between the brand and the ad would decrease Corporate Credibility. The results of the PLS procedure indicated that Ad-Brand Congruence did indeed have a positive effect on Perceived Corporate Credibility. This finding is aligned with the advertising literature, which found that incongruent advertisements lead to lower ad credibility (Dahlén & Lange, 2004; Dahlén et al., 2005; Sjödin & Törn, 2006). Consequently, the findings for Corporate Credibility are similar to those for ad credibility. Furthermore, the results align with the corporate branding literature and the idea that coherence between different branding elements increases credibility for the corporate brand (Hatch & Schultz, 2003). The results reinforce that changes to the corporate brand identity, including advertising, can negatively affect the credibility of the company.

Furthermore, it was hypothesised that the inclusion of negative information, through the use of two-sided messages, would increase Corporate Credibility. This is based on premise that voluntary disclosure of negative information increases credibility by promoting the advertiser as honest and genuine (Eisend, 2006, 2007; Hunt & Kernan, 1984). Though there are several studies that indicated that two-sided messages can increase source credibility (e.g. Bohner et al., 2003; Eisend, 2007; Kamins et al., 1989; Kamins & Marks, 1987), this was not the case for this research, as the PLS results indicated that two-sided messages led to lower perceptions of Corporate Credibility.

6.2.3 Effects of Ad-Brand Congruence, Message Sidedness and Corporate Credibility on Attention and Elaboration

This research was based on the ELM, which states that persuasion occurs either through the central or peripheral route of elaboration (Petty & Cacioppo, 1986b). In the ELM, the persuasion route (likelihood of elaboration) taken is determined by the motivation and ability to process the message (Petty & Cacioppo, 1986b; Wang & Chen, 2006). The most commonly researched motivational determinant of elaboration likelihood studied is personal relevance (involvement), where high involvement leads to more extensive processing (Claypool et al., 2004; Petty & Cacioppo, 1984a; Petty et al., 2001). This research, however,

examined the effects of Congruence and Message Sidedness as determinants of motivation to process the message. Specifically, it was predicted that incongruity and the use of two-sided messages would increase motivation, and consequently, affect the processing route taken by respondents.

The results indicated that neither Ad-Brand Congruence nor Message Sidedness had a direct effect on Attention and Elaboration. This goes against the previous theoretical findings upon which this research was built. Focusing on information incongruence, the literature shows that incongruence leads to increased processing in order to solve or ‘make sense’ of the incongruent information (Dahlén et al., 2005; Halkias & Kokkinaki, 2013; Houston et al., 1987; Kocyigit & Ringle, 2011; Mandler, 1982; Meyers-Levy & Tybout, 1989; Srivastava & Sharma, 2012).

Furthermore, Message Sidedness was not found to have an effect on Attention and Elaboration. This result differs from the literature built upon Inoculation Theory, which suggests that consumers put in increased effort to analyse the negative information in advertisements (Crowley & Hoyer, 1994; Etgar & Goodwin, 1982). However, Inoculation Theory does incorporate a refutation statement in the two-sided message (Crowley & Hoyer, 1994), which was not done in this research and could provide an explanation as to why this relationship was not significant. Similarly, the results oppose Optimal Arousal Theory, where two-sided messages should cause an increase in attention because of perceived novelty (Crowley & Hoyer, 1994; Eisend, 2006). However, this theory has thus far not been empirically tested. Furthermore, this research did not measure the perceived novelty of the ad as congruence level complicates the relationship between two-sided messages and perceived novelty.

In contrast, Corporate Credibility did have a direct positive effect on Attention and Elaboration. This aligns with Heesacker, Petty and Cacioppo’s (1983) findings that higher source credibility increased message related processing. Furthermore, though this contradicts Priester and Petty’s (1995) findings, it goes along their initial reasoning that cognitive misers would put in as little effort as possible to process the message, as it would be seen as wasted resources to elaborate from a source that cannot be trusted. Interestingly, however, the further analysis revealed that there was no difference in this effect for respondents with different levels of Need for Cognition.

6.2.4 Effects of Ad-Brand Congruence, Message Sidedness, and Corporate Credibility on Attitude towards the Ad

The next three hypotheses explored the effects of Ad-Brand Congruence, Message Sidedness, and Corporate Credibility on Attitude towards the Ad. It was hypothesised that Congruence, Message Sidedness and Corporate Credibility would positively affect consumer attitudes towards the advertisement.

The analyses revealed that Ad-Brand Congruence did indeed have a positive relationship with Attitude towards the Ad and the hypothesis was supported. This suggests that respondents perceived advertisements that were congruent with their brand schema to be more favourable. This aligns with the literature that found that brand schema incongruent ads elicited negative attitudes (Dahlén & Lange, 2004; Dahlén et al., 2005; Sjödin & Törn, 2003)

Furthermore, the results indicated that Message Sidedness did have a direct effect on Attitude towards the Ad, but this effect was negative. This contradicted Hypothesis Seven, which stated that two-sided messages would lead to more favourable Attitudes towards the Ad. This hypothesis was based on the literature that found that two-sided messages can increase consumer confidence in advertisements and attitudes towards the ad (e.g. Belch, 1981; Kamins et al., 1989; Kamins & Marks, 1987).

Finally, the analyses revealed that increased levels of Corporate Credibility led to more favourable advertisement evaluations. This aligns with Goldsmith, Lafferty and Newell's (2000b) work, which found that Corporate Credibility led to positive Attitudes towards the Ad, which in turn mediates brand evaluations. Overall, previous research indicates that high source expertise leads to favourable ad evaluations (Pornpitakpan, 2004).

6.2.5 Effects of Ad-Brand Congruence, Message Sidedness, Argument Quantity, Corporate Credibility, Attention and Elaboration, and Attitude towards the Ad on Attitude towards the Corporate Brand

Hypotheses Nine to Fourteen explored the effects of the different constructs on Attitude towards the Corporate Brand. Specifically, it was hypothesised that Ad-Brand Congruence, Message Sidedness, Argument Quantity, Corporate Credibility, Attention and Elaboration and Attitude towards the Ad all had a positive effect on Attitude towards the Corporate Brand.

The results of the PLS analysis showed no significant direct effect of Congruence on brand attitude, but did reveal a positive total effect through Corporate Credibility and Attitude towards the Ad. The ANCOVA revealed Congruence did have a positive main effect on Attitude towards the Corporate Brand. Though there are several studies that indicate the level of Congruence affects consumer brand attitudes (e.g. Dahlén & Lange, 2004; Dahlén et al., 2005; Halkias & Kokkinaki, 2013; Kocher et al., 2006), there is research that suggests that congruity does not affect brand evaluations with high brand knowledge. Peracchio and Tybout (1996) found that the effect of congruity on product evaluations was dependent on knowledge of the product category, where the level of congruity did not affect evaluations with elaborative, rather than limited, knowledge. Instead, they found that schema associations influenced evaluations. As respondents were likely to be knowledgeable about the grocery sector (see Section 4.4.2), it is possible that the incongruity was easily absorbed into the respondent's brand schema and did not affect brand evaluations. However, the further analysis indicated that for high brand familiarity, Congruence did positively affect brand attitudes, which opposes this possible explanation (Section 5.7).

Furthermore, it was predicted that two-sided messages would be perceived as honest and genuine and result in positive brand attitudes, as previous literature indicated that two-sided message can lead to positive brand attitudes in the right conditions (Crowley & Hoyer, 1994). In this research, Message Sidedness was found to affect Attitude towards the Corporate Brand in the optimised model and the ANCOVA analysis. However, the two-sided messages decreased brand attitudes, as opposed to increasing them. The effectiveness of two-sided messages is highly dependent on the context, and the results indicate the experiment did not provide the right setting for two-sided messages to be effective. This is further discussed in Section 6.6.

Using the ELM (Petty & Cacioppo, 1986b), it was predicted that Argument Quantity would have a positive effect on Attitude towards the Corporate Brand. The analyses supported this prediction. Though Argument Quantity is generally associated with peripheral processing (Wang & Chen, 2006), it has also been suggested that an increased number of arguments can create positive beliefs and favourable attitudes. Consequently, Argument Quantity can positively affect brand attitudes regardless of processing route taken.

The analyses revealed that respondents' brand attitudes increased as credibility went up. This supports the general research on source and advertiser credibility, which indicates that the

more believable and credible the advertiser, the more favourable attitudes consumers have towards the advertiser and the more likely persuasion is effective (Herbig & Milewicz, 1995; MacKenzie & Lutz, 1989).

Furthermore, the results indicate that Attention and Elaboration did not affect Attitude towards the Corporate Brand – suggesting that the amount of attention and level of elaboration that went into processing the advertisement did not affect respondents' brand attitudes. This contradicts Hypothesis Thirteen, which was built on the theory that increased Attention and Elaboration would cause respondents to follow the central route and, provided Argument Quality was high, increase brand attitudes (Kao, 2012; Petty & Cacioppo, 1986a, 1986b). Though the experiment aimed for Argument Quality to be consistently high across the different conditions, this was not the case. However, the further analysis, as discussed in Section 5.7, revealed that the level of Perceived Argument Quality did not affect this relationship.

Finally, the effect of Attitude towards the Ad was found to positively affect Attitude towards the Corporate Brand. This aligns with the literature that Attitude towards the Ad mediates brand attitudes (Dröge, 1989; Homer, 1990; Lutz et al., 1983; MacKenzie et al., 1986; Muehling & Lacznia, 1988). Furthermore, the results support the idea that a positive ad-attitude can transfer as a 'halo effect' onto the brand attitude (Chattopadhyay & Nedungadi, 1992; MacKenzie, 1986). As a consequence, the results indicate that Attitude towards the Ad is also important in determining the Attitude towards the Corporate Brand.

6.2.6 Moderation Effects

The final three hypotheses predicted several moderating effects. However, none of these effects were significant in PLS, which led to the rejection of Hypotheses Fifteen, Sixteen and Seventeen. However, the ANCOVAs did reveal several interaction effects. This section discusses these findings in more detail.

Firstly, it was hypothesised that two-sided messages would moderate the effect Ad-Brand Congruence had on Attitude towards the Corporate Brand. Specifically, that two-sided messages could minimise the effect of incongruence by providing resolution hints. Though the PLS analysis revealed this moderation was not significant, the ANCOVA revealed that there was indeed an interaction between Ad-Brand Congruence and Message Sidedness on

Attitude towards the Corporate Brand. However, the results oppose what was predicted. In particular, the ANCOVA showed that two-sided messages cause lower brand attitudes for incongruent conditions (both moderately and extremely), while there was little difference for the congruent condition. This indicates that the negative content of two-sided messages cannot successfully be used as resolution hints to explain incongruity based on Lee and Schuman's (2004) theory.

Furthermore, the ANCOVA revealed that Ad-Brand Congruence and Message Sidedness also had an interaction effect on Attitude towards the Ad. The results show that one-sided messages yielded relatively similar Attitude towards the Ad ratings for different Congruence levels, where two-sided messages resulted in a lot more negative Attitudes towards the Ad for both (moderately and extremely) incongruent levels. These results are comparable to the aforementioned interaction effect between Ad-Brand Congruence and Message Sidedness on Attitude towards the Corporate Brand.

Hypotheses Sixteen and Seventeen tested the moderation effects of Attention and Elaboration. Both these hypotheses were based on the ELM and the theory that Attention and Elaboration would affect whether Message Sidedness (as a central cue) or Argument Quantity (as a peripheral cue) would be more effective (Hale et al., 1991; Petty & Cacioppo, 1984a; Wang & Chen, 2006). However, the PLS analysis showed that both these effects were not significant.

Finally, the ANCOVA revealed that there was an interaction effect between Ad-Brand Congruence and Argument Quantity on Attitude towards the Corporate Brand. Specifically, the results showed that for congruent messages, a high number of arguments was slightly more favourable than a low number of arguments. For the moderate incongruent condition, this gap widened, while for the extreme incongruent condition there was little difference in Attitude towards the Corporate Brand between high and low levels of Argument Quantity.

6.3 PATH ANALYSIS OF THE FULL CONCEPTUAL MODEL

Apart from using path analysis to test the individual hypotheses, PLS was used to simultaneously examine the dependence relationships outlined in the conceptual model, identifying new paths, and optimising the model for the data.

The results of the three path analyses helped confirm the findings discussed in Sections 6.2.2 -6.2.6 and identify two non-hypothesised relationships (discussed in Section 6.3.1). Additionally, the analysis of the models did not confirm the applicability of the ELM for exploring consumer responses to incongruity. Specifically, it was found that incongruence did not directly affect respondents' Attention and Elaboration levels. Furthermore, Message Sidedness and Argument Quantity were not found to function as either central or peripheral cues, as Attention and Elaboration did not moderate the relationship between either Message Sidedness or Argument Quantity or Attitude towards the Corporate Brand.

Furthermore, the PLS analysis indicated that the data had a good fit to the conceptual model regardless of whether this was the original model or the one with the new relationships added in. The analyses revealed that only a small amount of Attention and Elaboration was explained, and that in the conceptual model it did not directly affect Attitude towards the Corporate Brand. This provides further indication that the dual process theory of the ELM was not as highly relevant to the model as predicted.

6.3.1 New Identified Paths

The analysis revealed two significant non-hypothesised paths. Specifically, it was found that Argument Quantity had a positive effect on Attitude towards the Ad, where higher number of arguments were found to negatively affect Attitude towards the Ad, which contradicts the effect of Argument Quantity on Attitude towards the Corporate Brand. This indicates that respondents were overwhelmed by the clutter or large amount of information caused by the high number of arguments. One reason for this could be that fifteen arguments (used for the high Argument Quantity condition) is too much to process and leads to information overload. Previous research indicates that this number of brand attributes can lead to information overload and cause consumer confusion (Jacoby, 1984; Malhotra, Jain, & Lagakos, 1982).

As discussed in previous sections, Attention and Elaboration did not affect Attitude towards the Corporate Brand. However, it was found that Attention and Elaboration had a significant positive effect on Attitude towards the Ad, where ads were perceived more favourable with increased message processing. Consequently, as Attitude towards the Ad has been found to affect consumer attitudes toward the brand (Dröge, 1989; Homer, 1990; Lutz et al., 1983; MacKenzie, 1986; Muehling & Lacznia, 1988), it is likely that Attention and Elaboration affects Attitude towards the Corporate Brand through Attitude towards the Ad. However, this

relationship did not affect how much of the variation in consumer attitudes (both towards the ad and the corporate brand) was explained by the data.

6.3.2 Effects of Covariate Variables

The effects of five covariate variables were examined in this research, which included Prior Brand Attitude, Need for Cognition, Need for Change, Enduring Involvement and Brand Familiarity. Additionally, the effect of Argument Quality was accounted for, due to its impact on brand attitudes through the central route of persuasion (Petty & Cacioppo, 1986b). The model was run for different levels of Argument Quality and the results indicated that, overall, Argument Quality had little effect. Regardless of Argument Quality, Congruence and Argument Quantity affected brand evaluations positively, while Message Sidedness affected brand evaluations negatively, as aligned with the general findings of this research.

The main result of the covariate analysis was the effect of Prior Brand Attitude on the dependent variables. Specifically, the ANCOVA analyses revealed that Prior Brand Attitude had medium to large positive effects on Corporate Credibility, Attitude towards the Ad and Attitude towards the Corporate Brand. Further PLS analysis involved testing the whole model for different levels of Prior Brand Attitude. This analysis revealed that the effect of incongruence on attitudes differed depending on respondents' prior attitudes. Specifically, the results indicated that incongruent messages positively affected consumer brand attitudes for respondents with a negative (low) Prior Brand Attitude, while for respondents with a positive (high) Prior Brand Attitude, congruent messages were perceived more favourably. Furthermore, for respondents with a positive (high) prior attitude, it was found that Message Sidedness did affect Attention and Elaboration, where two-sided messages led to increased processing.

The effects of Enduring Involvement was accounted for, as this has been found to affect motivation to process the message, and consequently, the amount of elaboration the recipients put into processing the message (Petty & Cacioppo, 1986a, 1986b; Petty et al., 1981). The ANCOVAs revealed that Enduring Involvement had a small positive effect on Attention and Elaboration and Attitude towards the Corporate Brand. Specifically, it was found that highly involved respondents paid slightly more attention, engaged in increased message processing and had slightly more favourable attitudes. Furthermore, the model was tested for different levels of Enduring Involvement (see Section 5.7 and Appendix 8.16). The

analyses revealed that for less involved respondents, two-sided messages were effective in increasing Attention and Elaboration levels, while this had no effect for highly involved respondents. For highly involved respondents, Message Sidedness no longer had an effect on Corporate Credibility. Additionally, the model was tested for respondents who had high average involvement levels (above 5) and it was found that congruent messages led to more favourable brand attitudes. Specifically, it was found that the hypothesised interaction between Congruence and Message Sidedness was now significant. Overall, this indicates that Enduring Involvement did indeed affect the persuasion route taken.

Though PAK'nSAVE was chosen as a familiar brand, the model was run for respondents who were very familiar (with an average score of 6 or above). Two-sided messages were found to increase Attention and Elaboration for respondents with high Brand Familiarity. Furthermore, the literature indicates that for highly familiar brands, incongruence led to higher brand attitudes (Dahlén & Lange, 2004). In this research, high Brand Familiarity did lead to a significant relationship between Congruence and Attitude towards the Brand, but results indicate that congruent messages led to more favourable brand evaluations.

Finally, Need for Cognition had a small positive effect on Attitude towards the Corporate Brand, meaning that respondents with a high Need for Cognition had slightly more favourable brand attitudes. Furthermore, Kao (2011) found that two-sided messages yielded more favourable results for respondents that had a high Need for Cognition. However, the further analysis revealed that there was no difference in effectiveness of Message Sidedness regardless of the level of Need for Cognition. However, for respondents with a low Need for Cognition, Message Sidedness no longer affected Corporate Credibility.

6.4 DISCUSSION OF MAIN FINDINGS

This study provides further insight on how consumers react to incongruity in advertising. The main findings are discussed in this section.

Firstly, the results confirm Congruency Theory (Osgood & Tannenbaum, 1955) and the idea of Schema Triggered Affect (Fiske, 1982), as congruent advertisements were perceived more favourably and led to increased brand attitudes, except for respondents with a negative Prior Brand Attitude. Fiske's (1982) concept of schema triggered affect suggest that schema

matches induce positive affect. Furthermore, the concept that congruent messages are perceived more favourable and lead to more favourable brand attitudes aligns with the idea that it is natural for people to react favourably to something that matches their schemas or expectations (Mandler, 1982). Consequently, it is unsurprising the results align with the literature that has found that incongruence in advertisements leads to less favourable brand evaluations (Dahlén et al., 2005; Gasiorowska & Grochowska, 2012; Kocher et al., 2006). This is specifically dependent on whether the incongruity can be resolved or not – unresolved incongruity is likely to lead to less favourable brand attitudes (Sjödén & Törn, 2006). Consequently, it can be concluded that the incongruence in this research was not resolved or assimilated into the respondent's brand schema.

Specifically, this research did not provide support for the concept of using two-sided messages as resolution hints to incongruity. This research found that two-sided messages increased the negative impact of incongruence. The interaction effect between Congruence and Message Sidedness indicated that two-sided messages were less favourable than one-sided messages for incongruent advertisements. Rather than resolving the incongruity, the two-sided messages may have emphasised the incongruity. The importance of the information could have affected the results – the incongruity could be perceived as too important. The message sidedness literature focuses on the importance of negative attributes and concludes high importance could have detrimental effects (Crowley & Hoyer, 1994). Consequently, it appears that ad-brand incongruity was perceived as too important to address in two-sided messages.

Furthermore, this research did not provide support for Schema Incongruity Theory (Mandler, 1982), as moderately incongruent advertisements did not elicit positive responses. According to Mandler's (1982) Schema Incongruity Theory and subsequent research, Attention and Elaboration levels should be highest for moderate incongruity, which leads to favourable responses (e.g. Halkias & Kokkinaki, 2013; Ozanne et al., 1992). In this research there were no significant differences in Attention and Elaboration for different levels of Ad-Brand Congruence, and congruent advertisements were perceived more favourably. A possible explanation could be that there was no difference in Corporate Credibility, Attitude towards the Ad and Attitude towards the Corporate Brand between the moderate and extreme incongruent conditions. This is supported by a stream of research that only investigates congruence on two levels (congruent/incongruent) (e.g. Dahlén & Lange, 2004; Dahlén et al.,

2005; Dahlén et al., 2008; Lange & Dahlén, 2003; Törn & Dahlén, 2008). The relevance of the incongruent information could be another reason why the results do not support Schema Incongruity Theory. Moderate incongruence can elicit positive responses when the unexpected information is relevant (Lee & Mason, 1999). As the respondents were given no contextual information, the incongruent information was likely to be seen as irrelevant to the advertisements.

The results show some support for the ELM as a theory to understand the processing of incongruity. Specifically, the interaction between Congruence and Argument Quantity on brand attitudes showed that Argument Quantity was more effective for the congruent and moderately incongruent advertisements. This could indicate that respondents were using the central processing route for extreme incongruity, while using the peripheral route to process the congruent and moderately incongruent information. Though this aligns with the ELM (Petty & Cacioppo, 1986b), this partly opposes Schema Incongruity Theory, which expects extreme incongruity to reduce elaboration (Mandler, 1982; Meyers-Levy & Tybout, 1989).

Overall, however, the results challenge the applicability of the ELM to examine incongruity in advertisements, as incongruence and two-sided messages theoretically should have affected the route to persuasion. The results indicate that Congruence and Message Sidedness did not directly affect the level of Attention and Elaboration. A possible explanation as to why incongruence did not affect message processing can be based on Peracchio and Tybout's (1996) findings for schema-based product evaluation. Specifically, they found that increased processing occurs when incongruent information is processed with limited, rather than elaborative knowledge. Elaborative knowledge aids the placement of incongruity in the consumer schema and requires less processing. As respondents were likely to be knowledgeable about the grocery sector (see Section 4.4.2), a possible explanation could be that the incongruence was easily absorbed; and consequently, did not affect processing and brand evaluations. Using the theory of the ELM, it can be assumed that Congruence and Message Sidedness did not affect respondents' motivation to process the message. However, the results indicate that Corporate Credibility did affect Attention and Elaboration; thus, it can be argued Corporate Credibility acts as a determinant of motivation to process the message. This aligns with previous research that has found that source credibility determines message elaboration (Priester & Petty, 1995; Priester & Petty, 2003). However, findings of

this research oppose previous findings, which found that honest sources did not spur elaboration (Priester & Petty, 1995).

Overall, two-sided messages negatively affected Corporate Credibility, Attitude towards the Ad and Attitude towards the Corporate Brand. However, these findings were unsurprising as Eisend (2006) emphasised this relationship is complex as it is affected by other message variables including the placement of the negative information, importance of the negative information, attribute quality, the amount of negative information, the negative-positive attribute correlation, and whether the information is disclosed voluntarily. Unfortunately, due to design limitations of the experiment, some of these variables might not have been optimum for two-sided messages to have a positive effect, as discussed in Section 6.6. Alternatively, incongruence could be perceived as too important, as it is suggested that negative arguments should be of low to moderate importance (Eisend, 2007). Overall, this research confirmed previous findings that emphasises that two-sided messages need to be used with caution and are only effective under certain conditions (Crowley & Hoyer, 1994; Eisend, 2006).

Furthermore, the findings confirmed the importance of Corporate Credibility in the persuasion process, as this study found that Corporate Credibility had a positive effect in Attention and Elaboration, Attitude towards the Ad and Attitude towards the Corporate Brand. Though source credibility has been acknowledged as important in the persuasion process (Homer & Kahle, 1990; Ohanian, 1990; Pornpitakpan, 2004), Corporate Credibility was found to directly affect brand attitudes, as opposed to endorser credibility, which was found to be mediated by Attitude towards the Ad (Goldsmith et al., 2000a, 2000b; Lafferty & Goldsmith, 1999).

6.5 RESEARCH IMPLICATIONS AND CONTRIBUTIONS

The findings of this research provide several managerial and theoretical implications, which are discussed in the following sub-sections.

6.5.1 Managerial Implications

Firstly, this research aimed to provide further insight into how consumers deal with incoherence in the corporate branding process. Though this research was only able to focus on advertising incongruence, it still provided an indication as to how consumers perceive

incongruence. Brand managers need to be aware that incongruence in advertising is not favourable and is likely to negatively affect Corporate Credibility as well as advertisement and brand attitudes. This reinforces the idea that consumers respond favourably to information that matches their brand schema (Fiske, 1982; Mandler, 1982). However, this research found that respondents only reacted favourably to information that matches their brand schema, provided their brand schema is positive prior to exposure, as incongruent information was perceived positively for respondents with a negative Prior Brand Attitude. Consequently, brand managers can re-vitalise a brand which has a negative image associated with it through incongruent advertising to create positive consumer evaluations. For brands that have built a favourable reputation, the research suggests that congruent advertising leverages off established brand equity to create favourable responses. Therefore, to reposition a brand with a positive reputation, it is suggested to gradually alter this to ensure the consumer can assimilate the incongruent information into their brand schema and leverage off the positive brand equity to ensure positive brand evaluations. This is based on an evolutionary perspective of rebranding, which involves a slow process of changing one brand element at a time (Stuart & Muzellec, 2004).

Furthermore, this research also found that incongruence or the use of two-sided messages does not necessarily affect the amount the consumer scrutinises the message. Consequently, it is not recommended for managers to use incongruity as a tool to stand out amongst advertising clutter and increase consumer attention, despite this previously being suggested by the literature advocating the use of moderate incongruity in advertising (Braun-LaTour et al., 2007; Dahlén et al., 2005; Dahlén et al., 2008; Lalwani et al., 2009; Lange & Dahlén, 2003; Lee & Mason, 1999; Ozanne et al., 1992). Instead, this research found that Corporate Credibility increased message processing, as has already been suggested (Homer, 1990). Furthermore, message scrutiny and the route to persuasion were determined by personal involvement, as indicated in previous research (e.g. Petty & Cacioppo, 1984a; Petty et al., 2001). Consequently, it is important for advertising managers to determine consumer involvement. If this is low, the research found that two-sided messages can be used as a tool to increase message elaboration, but should be used with caution. This study found that increased message processing led to more favourable ad evaluations, which provides advertising managers with further incentive to try and increase the extent to which consumers elaborate upon a message.

Furthermore, this research tested the use of Message Sidedness in the case of incongruence. The findings suggest the use of one-sided messages rather than two-sided messages for incongruence, as two-sided messages were not found to be an effective resolution tool for incongruence. Using two-sided messages and explaining the incongruence might emphasise its presence and distract from the positive arguments in the advertisement. Consequently, if brand managers create incongruence while repositioning, they are best to focus on the positive aspects of the new positioning rather than emphasising that the repositioning is incongruent.

Overall, the findings suggest that two-sided messages are not effective for corporate branding. This research found that the inclusion of negative information negatively affects Corporate Credibility as well as advertisement and corporate brand attitudes. Consequently, it is suggested not to use two-sided messages for corporate branding purposes unless this cannot be avoided. The research revealed that when needing to use two-sided messages (e.g. to acknowledge criticism), brand managers should ensure that advertisements are congruent.

Additionally, this research found that, overall, using more arguments in the message led to more favourable brand attitudes. This indicates that consumers can be positively persuaded by a higher number of arguments. The interaction effect, between Argument Quantity and Ad-Brand Congruence, indicated that Argument Quantity can be an especially effective tool for congruent and moderately incongruent advertisements, but is not effective in the case of extreme incongruence.

Finally, the findings in this research reinforce the importance of Corporate Credibility in the persuasion process. Brand managers need to be aware that Corporate Credibility has an important role in the persuasion process and is affected by CBC, where incoherent activities negatively affect Corporate Credibility.

6.5.2 Theoretical Implications and Contributions

Theoretically, this thesis made a contribution by providing a more comprehensive overview of the concept of coherence in the corporate branding process by defining CBC, identifying its four antecedents and its four dimensions. Accordingly, this research defined CBC as follows:

Perceived corporate brand coherency refers to the extent that the corporate brand is perceived as logical, rational and to have unity. Corporate brand coherency is achieved by employing logical and consistent patterns in regards to the use of visual brand identity, advertising congruence, core value congruence, and behavioural congruence on the dimensions of time, geographically, between communication channels, and between stakeholders. Whether patterns are perceived as logical or congruent is dependent on the consumer's brand schema.

Based on this definition and existing literature, the model of CBC was developed. Future studies focusing on one or more of the facets of CBC will be able to use this model to position the research within a more holistic framework.

This research examined the advertising congruence antecedent on the time dimension by investigating Ad-Brand Congruence. Though, the effects of Ad-Brand Congruence have been investigated before (Dahlén & Lange, 2004; Dahlén et al., 2005), this research was the first to explore the effects of Ad-Brand Congruence based on corporate brand repositioning; consequently, providing information on the transitional stages of brand development.

Overall, this research provides support for the theory and foundation of the CBC model that schema-congruent information for branding activities create favourable consumer responses. It supports the theory that schematic matches create favourable responses (Fiske, 1982). This reinforces the theory that strives for coherence in the corporate branding process (e.g. Einwiller & Will, 2002). However, this opposes the research supporting Schema Incongruity Theory and the idea that moderate incongruity can elicit positive responses through increased processing (e.g. Halkias & Kokkinaki, 2013). Instead, this research established that, though the manipulations between the moderately and extremely incongruent conditions were effective, the effects on ad and brand evaluations were not affected by this difference.

This research was the first to empirically test the applicability of the ELM in relation to advertising incongruity, as was suggested by Lee and Schuman (2004). In this research, the ELM was not found to be an applicable framework to explain how consumers respond to incongruity, as the level of Congruence was not found to affect elaboration. If incongruence is seen as solvable it increases message processing (Lee, 2000). Consequently, it is likely that incongruence was not seen as solvable, despite the two-sided messages, which explains this result. In contrast, the interaction effect between Congruence and Argument Quantity

suggests that congruent and moderately incongruent advertisements were processed using the peripheral route, assuming Argument Quantity was acting as a peripheral cue (Petty & Cacioppo, 1984a). However, as this research revealed Argument Quantity had direct positive effects on persuasion, regardless of elaboration levels, Argument Quantity was acting as a peripheral cue. Furthermore, the interaction effect between Congruence and Argument Quantity found that Argument Quantity is not an effective persuasion technique for extreme incongruence.

Instead, the research highlighted the importance of Corporate Credibility in the corporate branding and persuasion fields. Specifically, this research added to the literature by exploring the effects of Corporate Credibility after ad exposure, instead of before, as was done by Goldsmith et al. (2000b). Using the ELM, Corporate Credibility was found to be a determinant of motivation to process the message, as supported by Priester and Petty (2003). This supports the ELM's foundation that people only engage in effortful processing when needed (Priester & Petty, 1995). Furthermore, Congruence and Message Sidedness did affect message processing indirectly via Corporate Credibility. Overall, Corporate Credibility was found to have large effects on ad and brand evaluations. This emphasises the value of the corporate brand and corporate reputation as was indicated by the corporate branding literature (Balmer & Gray, 2003; De Chernatony, 2002). Theoretically, this supports previous findings that emphasise the importance of Corporate Credibility in the persuasion process (Goldsmith et al., 2000b).

The theory that moderate incongruity leads to positive responses is dependent on whether the incongruity can be resolved and assimilated into the consumer's brand schema (Mandler, 1982; Meyers-Levy & Tybout, 1989). Resolution hints have been suggested to increase the ability and motivation to process the message in order to solve the incongruity (Lee & Schumann, 2004). This research proposed that using two-sided messages could provide sufficient information for respondents to resolve the incongruence, while the findings showed opposite results. Instead, as previously mentioned, it would be more desirable to use one-sided messages to avoid emphasising the incongruence. Consequently, it can be concluded that two-sided messages cannot resolve incongruity caused from brand repositioning.

Furthermore, this research highlighted the effect that Prior Brand Attitude has on processing incongruence. Specifically, the findings indicated that a negative Prior Brand Attitude led to favourable evaluations of advertisements containing incongruent information, while this

effect was negative for those with a favourable Prior Brand Attitude. The effect for prior brand attitudes was investigated as a negative prior attitude aids the effectiveness of two-sided messages (Crowley & Hoyer, 1994; Eisend, 2007; Hovland et al., 1949), while the effectiveness of Message Sidedness was not affected. Instead, the findings imply that consumer's prior attitudes affect how they will perceive brand repositioning and deal with incongruent information.

The overall negative effects of two-sided messages emphasise the previous mixed findings in the effectiveness of message sidedness as a persuasion technique. Furthermore, the findings did not support the applicability of the ELM for message sidedness, as two-sided messages did not affect the message elaboration and was not affected by involvement levels to determine whether it is more effective as a peripheral or central cue, as was found by Hastak and Park (1990).

6.6 LIMITATIONS OF THIS RESEACH

There are several limitations that need to be considered when interpreting the findings of this research.

As the construct of CBC is so vast, this research was only able to provide a very limited investigation. Consequently, the findings should be interpreted for ad-brand incongruence, rather than for general coherency in the branding process. Further research focusing on coherency in the corporate branding process is suggested in the next section.

The unnatural environment in which the advertisements were presented provides the second limitation to this research. Specifically, the print ads were viewed online and took up the whole screen, which does not replicate the normal cluttered environment where print ads are often presented. Furthermore, they were announced with a warning statement as respondents would not be able to go back and visit the page, when normally they have an unannounced presence. This meant respondents' attention levels could have been different compared to viewing the ad in its natural environment. Consequently, this could have affected Attention and Elaboration levels and needs to be considered when interpreting the results.

The next limitation is sample related and refers to the issue of self-selection bias, which is present in this research and limits the extent to which the results can be generalised. For the

purpose of this research, respondents were recruited on several Internet forums (Appendix 8.5). Therefore, there was a self-selection bias and the sample consisted only of respondents who actively participate in internet forums. Consequently, it cannot be assumed that the results are generalizable to the general New Zealand adult population.

This experiment investigated Congruence in conjunction with Message Sidedness, where two out of the three levels of Congruence included incongruent information that was used for the negative arguments in the two-sided conditions. Overall, this meant that the negative arguments in the two-sided manipulation were two-thirds comprised of incongruent messages. If two-sided messages are not effective with incongruent information, this could have negatively affected the overall effect of two-sided messages, which needs to be taken into consideration when interpreting the results.

Furthermore, the negative effects of the two-sided messages could be explained by other design limitations. If the negative message is read first or last, primacy or recency effects could have led to negative effects on credibility and message evaluations (Crowley & Hoyer, 1994; Eisend, 2006). Unfortunately, due to design limitations the negative information had to be viewed either first or last. As the literature indicates primacy effects are more negative (Eisend, 2006), the negative information was placed last and could have impacted credibility. Additionally, the literature indicates that two-sided messages with refutation are more effective (Kamins & Assael, 1987a). However, due to the design of the experiment, these were not used in this research and could explain the effect of two-sided messages.

Finally, it needs to be considered that there are many external factors affecting respondents' attitude and Corporate Credibility perceptions. By accounting for Prior Brand Attitude, this was somewhat taken into consideration. However, there are many other factors that could have influenced the results, which needs to be taken into account when interpreting the results.

6.7 FUTURE RESEACH

From the findings presented in the previous chapter, there are a number of directions identified for future research. From a general corporate branding perspective, it is clear that more empirical studies are needed to provide a holistic overview of the implications of

incoherence in the corporate branding process. Further research can use the model of CBC presented in this research to test different forms of incongruence in the branding process. For the advertising congruence antecedent, further research is needed to test the effect of incongruence on message processing using the ELM; specifically, examining the effects of other forms of resolution hints and other moderating variables. Additionally, the development of a measure of CBC, that incorporates all antecedents and dimensions, would be one aspect further research can address.

The effects of the covariate variables were discussed in the previous sections. However, further research could provide more detail on the relationships in the model for Prior Brand Attitude, Enduring Involvement, Brand Familiarity, and Need for Cognition. In particular, the effect of Prior Brand Attitude in relation to the perceptions of incongruent messages would be of interest to future research, as incongruity led to favourable responses for those with a negative Prior Brand Attitude.

Furthermore, this research highlighted that Attention and Elaboration did not affect Attitude towards the Corporate Brand, while it did affect Attitude towards the Ad. Further research is needed to investigate whether Attention and Elaboration affects brand attitudes through Attitude towards the Ad.

Finally, this research provided reason to argue that two-sided messages were not effective in corporate advertising. However, the results could have been affected by using incongruity as part of the two-sided messages. Consequently, future research should investigate the usage of two-sided messages in the corporate branding process without the presence on incongruity. Additionally, further research is needed to investigate when two-sided messages affect the amount of Attention and Elaboration consumers spend on processing an advertisement.

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8 APPENDICES

8.1 ADVERTISEMENTS FOR MANIPULATED CONDITIONS

8.1.1 Manipulation One: Congruent, One-Sided, Low Argument Quantity



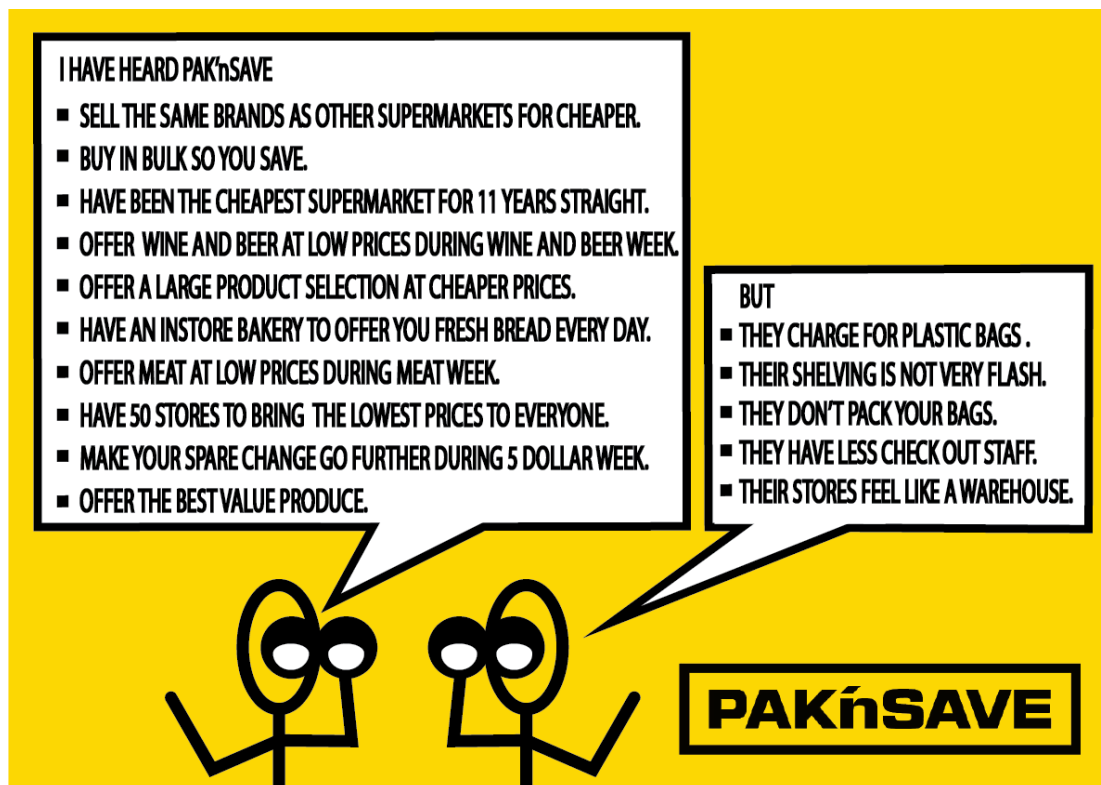
8.1.2 Manipulation Two: Congruent, One-Sided, High Argument Quantity



8.1.3 Manipulation Three: Congruent, Two-Sided, Low Argument Quantity



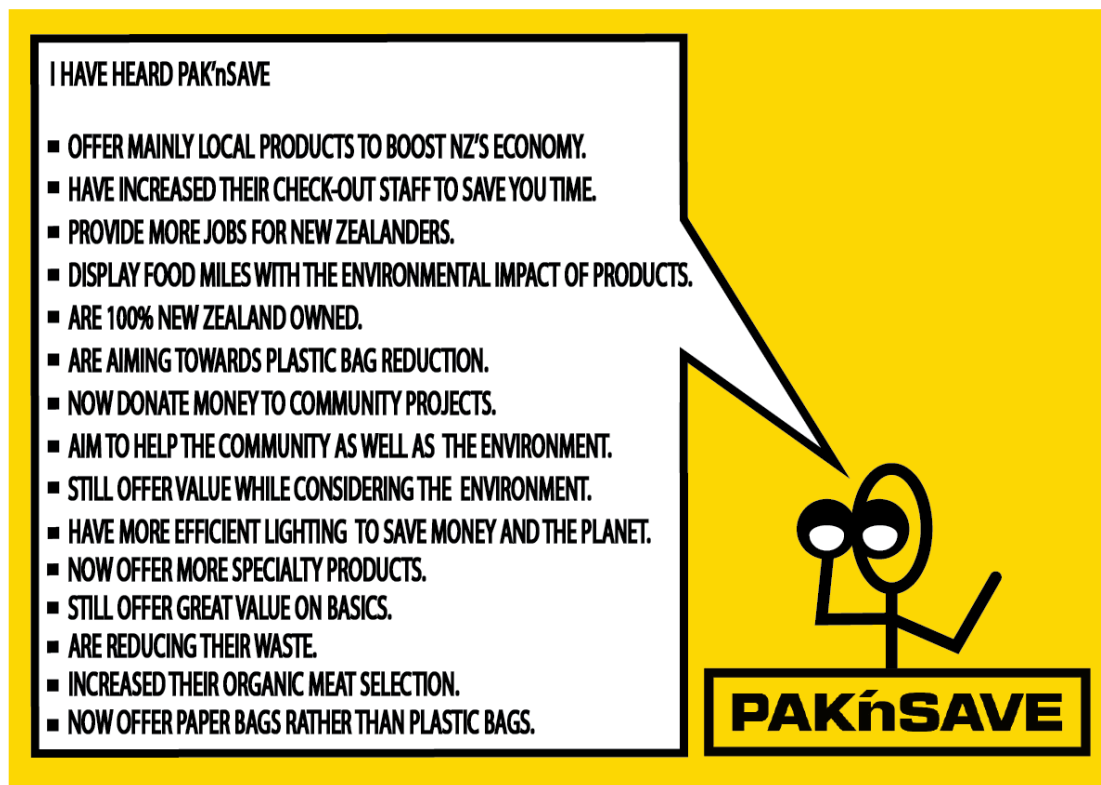
8.1.4 Manipulation Four: Congruent, Two-Sided, High Argument Quantity



8.1.5 *Manipulation Five: Moderately Incongruent, One-Sided, Low Argument Quantity*



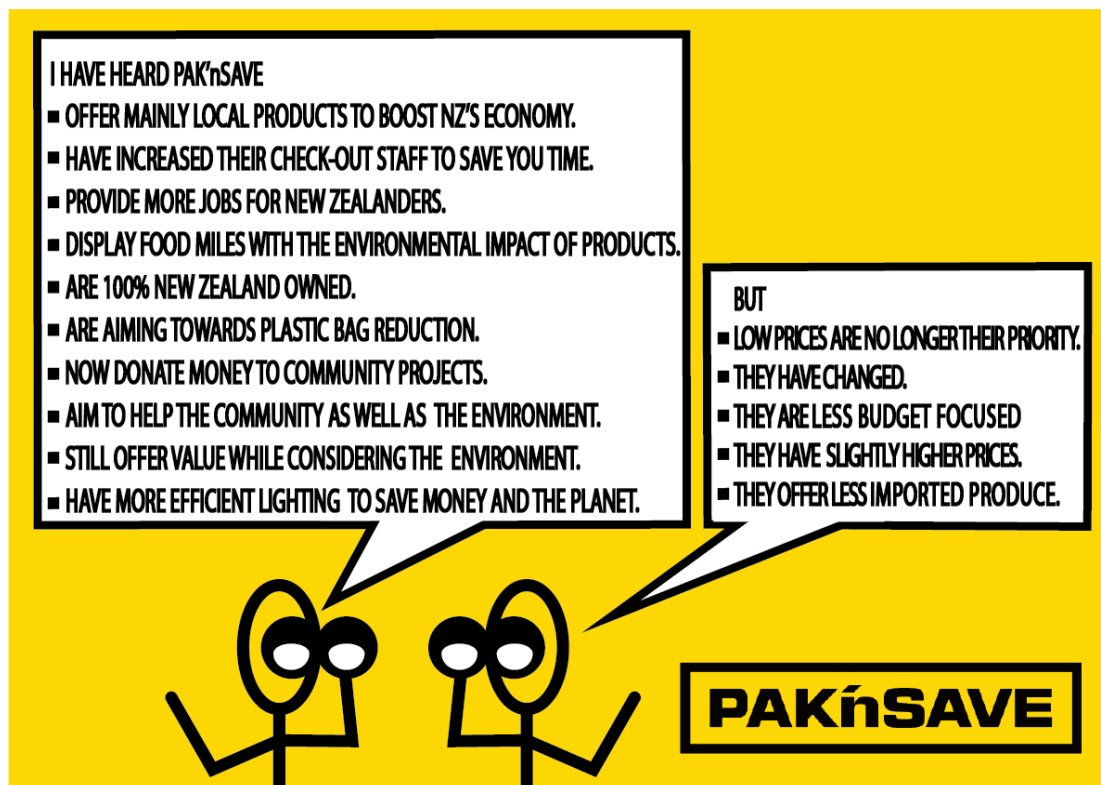
8.1.6 *Manipulation Six: Moderately Incongruent, One-Sided, High Argument Quantity*



8.1.7 Manipulation Seven: Moderately Incongruent, Two-Sided, Low Argument Quantity



8.1.8 Manipulation Eight: Moderately Incongruent, Two-Sided, High Argument Quantity



8.1.9 Manipulation Nine: Extremely Incongruent, One-Sided, Low Argument Quantity



8.1.10 Manipulation Ten: Extremely Incongruent, One-Sided, High Argument Quantity



8.1.11 Manipulation Eleven: Extremely Incongruent, Two-Sided, Low Argument Quantity



PAK'nSAVE'S NEW IMPROVEMENTS	TRADE-OFFS
<ul style="list-style-type: none">■ DISPLAY FOOD MILES WITH THE ENVIRONMENTAL IMPACT OF PRODUCTS.■ PACK YOUR GROCERIES IN RECYCLED BOXES AT YOUR CONVENIENCE.	<ul style="list-style-type: none">■ LOW PRICES ARE NO LONGER A PRIORITY.

8.1.12 Manipulation Twelve: Extremely Incongruent, Two-Sided, High Argument Quantity



PAK'nSAVE'S NEW IMPROVEMENTS	TRADE-OFFS
<ul style="list-style-type: none">■ DISPLAY FOOD MILES WITH THE ENVIRONMENTAL IMPACT OF PRODUCTS.■ PACK YOUR GROCERIES IN RECYCLED BOXES AT YOUR CONVENIENCE.■ OFFER A LARGER SELECTION OF ORGANIC MEAT AND PRODUCE.■ OFFER MAINLY LOCAL PRODUCTS TO BOOST NZ'S ECONOMY.■ PROVIDE MORE JOBS FOR NEW ZEALANDERS.■ PROVIDE INCREASED CHECK-OUT STAFF TO SAVE YOU TIME.■ 100% NEW ZEALAND OWNED.■ PAY STAFF HIGHER WAGES.■ PROVIDE STAFF WITH BETTER WORKING CONDITIONS.■ NOW OFFER A LARGER RANGE OF SPECIALTY PRODUCTS.	<ul style="list-style-type: none">■ LOW PRICES ARE NO LONGER A PRIORITY.■ NOT THE SAME ANYMORE.■ LESS BUDGET FOCUSED.■ SLIGHTLY HIGHER PRICES.■ OFFER LESS IMPORTED PRODUCE.

8.2 PRE-STUDY SURVEY



Thank you for helping me with this pre-study which assists me in creating the manipulations for the main experiment. This questionnaire aims to get your views on the PAK'nSAVE brand, which will assist me to create advertisements for my final experiment. This is not the final questionnaire and will only be distributed among selected experts. Thanks again for your help.

Please list 5 associations that come to mind when thinking about PAK'nSAVE as a corporate brand.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

>>



Please rate the following arguments that could be presented in a current Pak'nSave advertisement.

We buy bulk so you save.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer meat at low prices during meat week.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer beer and wine at low prices during beer and wine week.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We make your spare change go further during 5 dollar week.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

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We have been found the cheapest supermarket for 11 years in a row.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We sell the same brands as our competitors for cheaper.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer a large selection of products at cheaper prices, including imported goods, fruit and veggies.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

With the money you save from shopping at Pak and save you can treat yourself.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Our stores are large and well-lit.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We know what New Zealanders like so offer value for these products.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have 50 stores spread over the country to bring the lowest prices to all New Zealanders.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have an in-store bakery to offer you fresh bread every day.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are stingy and make you pay for plastic bags.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Our shelving is not very flash.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

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Please rate the following slogans based on their congruency with the Pak'nSave's current brand image.

Our policy: NZ's lowest food prices.

Incongruent	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Congruent
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Our policy: A more sustainable NZ.

Incongruent	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Congruent
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are working towards a more sustainable NZ.

Incongruent	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Congruent
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Looking after New Zealand.

Incongruent	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Congruent
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

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Please rate the following arguments Pak'nSave might make in an advertisement if they are trying to incorporate sustainability as part of their brand image.

We are moving forward with times and acknowledge that our impact on our environmental, social and economic surroundings.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We will now display food miles so you can check products' environmental impacts.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Reducing imported fruit and veggies helps us support local farmers and help the Zealand economy.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We now donate money to community projects.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

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Our lighting is more efficient, which saves money and the planet.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are aiming towards plastic bag reduction.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

By using more local suppliers, we provide more jobs for New Zealanders.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

The well-being of others is more important than money.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We look after our society by offering value for money.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are 100% New Zealand owned.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

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We still offer value while considering our natural and social surroundings.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Together we can help our community as well as the environment.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We look after our customers, while looking after New Zealand.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer great value while considering the environment.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Despite our well-known strong stand for value, we now no longer just focus on low prices.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Or our focus has changed from low food prices to a more sustainable New Zealand.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are not the same any more - low prices out no longer our priority.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have reduced our imported fruit and veggie selection.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

>>

Chapter 8 - APPENDICES

Please rate the following arguments Pak'nSave might make in an advertisement to explain a change their brand positioning to focus on Sustainability.

We feel that New Zealand is more important than money.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We reduce our impact on our environmental, social and economic surroundings.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We supply more local products to boost New Zealand's economy.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We pay our staff more and provide them with better working conditions.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

The well-being of others is more important than money.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

By using local suppliers, we provide a regular income to many New Zealanders.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We will now display food miles so you can check products' environmental impacts.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Our new focus is more important than money as it affect our future generations.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We put money into the community.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer a larger range of organic meat and vegetables.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Chapter 8 - APPENDICES

We have added frills, such as food miles, which consider the planet.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have become a bit fancier, yet manage to reduce our environmental impact.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We are 100% New Zealand owned.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have changed our focus from offering value to looking after New Zealand.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

This is unusual for us, but we are no longer just focusing on low prices.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Our focus has changed from low food prices to a more sustainable New Zealand.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

Chapter 8 - APPENDICES

We are not the same anymore. You might not recognise us.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have reduced our imported fruit and veggie selection.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We pride ourselves in our store shelving.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We will help you pack your groceries in recycled boxes for your comfort.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We have plenty of check out staff to save you time.

Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong

We offer the best delicatessen, bakery and butchery services.

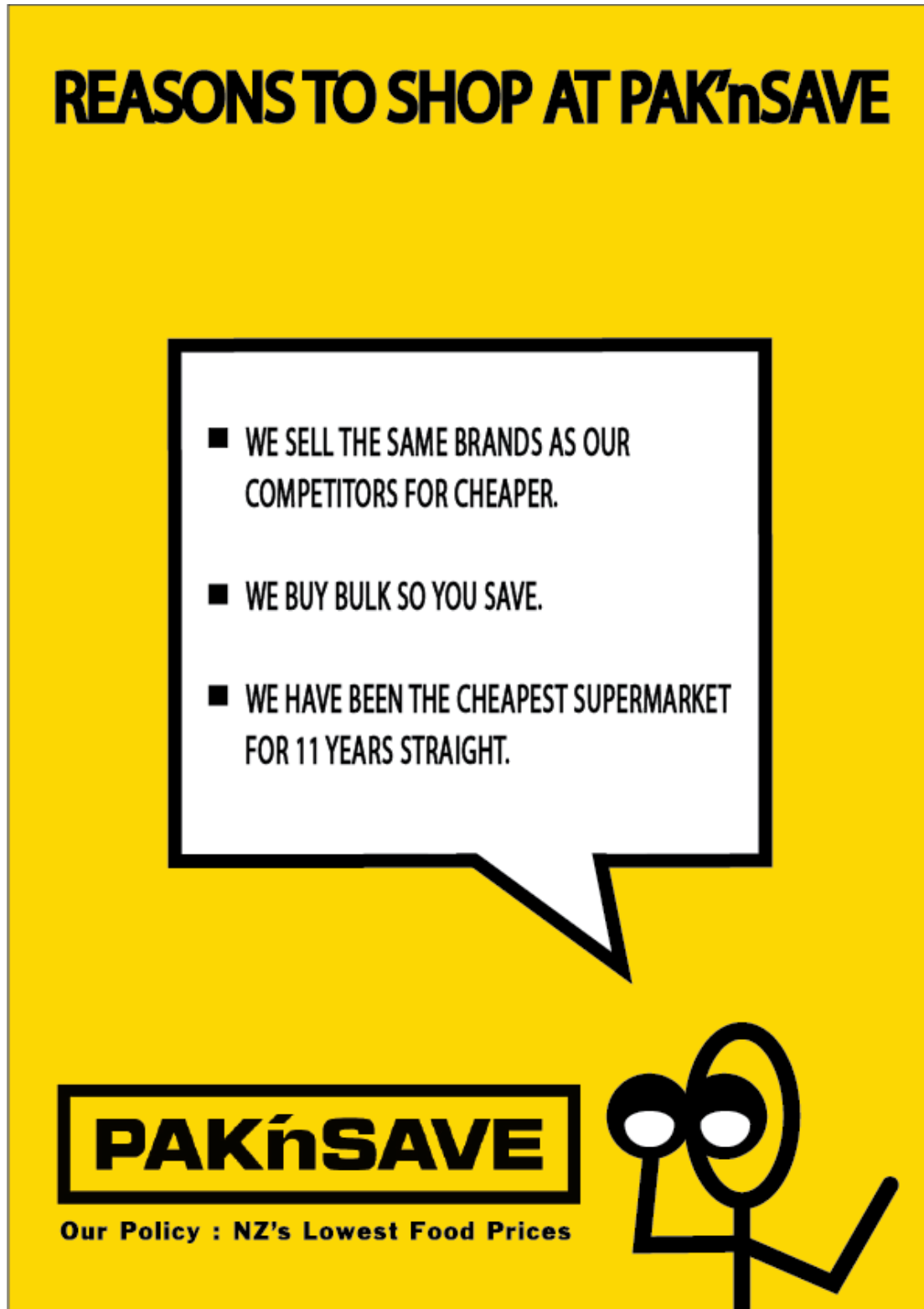
Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong



We thank you for your time spent taking this survey.
Your response has been recorded.

8.3 PRE-TEST 1 ADVERTISEMENTS

8.3.1 Manipulation One



8.3.2 *Manipulation Two*

REASONS TO SHOP AT PAK'nSAVE

- WE SELL THE SAME BRANDS AS OUR COMPETITORS FOR CHEAPER.
- WE BUY BULK SO YOU SAVE.
- WE HAVE BEEN THE CHEAPEST SUPERMARKET FOR 11 YEARS STRAIGHT.
- WE OFFER WINE AND BEER AT LOW PRICES DURING WINE AND BEER WEEK.
- WE OFFER A LARGE PRODUCT SELECTION AT CHEAPER PRICES, INCLUDING IMPORTED PRODUCE.
- WE HAVE AN INSTORE BAKERY TO OFFER YOU FRESH BREAD EVERY DAY.
- WE OFFER MEAT AT LOW PRICES DURING MEAT WEEK.
- WE HAVE 50 STORES THROUGHOUT NEW ZEALAND TO BRING THE LOWEST PRICES TO EVERYONE.
- WE MAKE YOUR SPARE CHANGE GO FURTHER DURING 5 DOLLAR WEEK.

PAK'nSAVE

Our Policy : NZ's Lowest Food Prices




8.3.3 Manipulation Three

REASONS TO SHOP AT PAK'nSAVE
EVEN THOUGH WE ARE CHEAP AND CHARGE FOR PLASTIC BAGS

- WE SELL THE SAME BRANDS AS OUR COMPETITORS FOR CHEAPER.
- WE BUY BULK SO YOU SAVE.
- WE HAVE BEEN THE CHEAPEST SUPERMARKET FOR 11 YEARS STRAIGHT.

PAK'nSAVE
Our Policy : NZ's Lowest Food Prices



8.3.4 Manipulation Four

REASONS TO SHOP AT PAK'nSAVE

EVEN THOUGH WE ARE CHEAP AND CHARGE FOR PLASTIC BAGS

- WE SELL THE SAME BRANDS AS OUR COMPETITORS FOR CHEAPER.
- WE BUY BULK SO YOU SAVE.
- WE HAVE BEEN THE CHEAPEST SUPERMARKET FOR 11 YEARS STRAIGHT.
- WE OFFER WINE AND BEER AT LOW PRICES DURING WINE AND BEER WEEK.
- WE OFFER A LARGE PRODUCT SELECTION AT CHEAPER PRICES, INCLUDING IMPORTED PRODUCE.
- WE HAVE AN INSTORE BAKERY TO OFFER YOU FRESH BREAD EVERY DAY.
- WE OFFER MEAT AT LOW PRICES DURING MEAT WEEK.
- WE HAVE 50 STORES THROUGHOUT NEW ZEALAND TO BRING THE LOWEST PRICES TO EVERYONE.
- WE MAKE YOUR SPARE CHANGE GO FURTHER DURING 5 DOLLAR WEEK.

PAK'nSAVE

Our Policy : NZ's Lowest Food Prices

8.3.5 *Manipulation Five*

REASONS TO SHOP AT PAK'nSAVE

- REDUCING IMPORTED PRODUCE HELPS US SUPPORT LOCAL FARMERS AND NZ'S ECONOMY.
- BY USING MORE LOCAL SUPPLIERS WE PROVIDE MORE JOBS FOR NEW ZEALANDERS.
- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.

PAK'nSAVE

We Are Working Towards A More Sustainable NZ



8.3.6 Manipulation Six

REASONS TO SHOP AT PAK'nSAVE

- REDUCING IMPORTED PRODUCE HELPS US SUPPORT LOCAL FARMERS AND NZ'S ECONOMY.
- BY USING MORE LOCAL SUPPLIERS WE PROVIDE MORE JOBS FOR NEW ZEALANDERS.
- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE ARE 100% NEW ZEALAND OWNED.
- WE ARE AIMING TOWARDS PLASTIC BAG REDUCTION.
- WE NOW DONATE MONEY TO COMMUNITY PROJECTS.
- TOGETHER WE CAN HELP OUR COMMUNITY AS WELL AS THE ENVIRONMENT.
- WE STILL OFFER VALUE WHILE CONSIDERING OUR NATURAL ENVIRONMENT.
- OUR LIGHTING IS MORE EFFICIENT TO SAVE MONEY AND THE PLANET.

PAK'nSAVE

We Are Working Towards A More Sustainable NZ



8.3.7 Manipulation Seven

REASONS TO SHOP AT PAK'nSAVE

EVEN THOUGH WE HAVE CHANGED - LOW PRICES ARE NO LONGER OUR PRIORITY

- REDUCING IMPORTED PRODUCE HELPS US SUPPORT LOCAL FARMERS AND NZ'S ECONOMY.
- BY USING MORE LOCAL SUPPLIERS WE PROVIDE MORE JOBS FOR NEW ZEALANDERS.
- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.

PAK'nSAVE

We Are Working Towards A More Sustainable NZ

A stick figure with large eyes is positioned at the bottom right of the poster, appearing to be speaking or presenting the message.

8.3.8 Manipulation Eight

REASONS TO SHOP AT PAK'nSAVE

EVEN THOUGH WE HAVE CHANGED - LOW PRICES ARE NO LONGER OUR PRIORITY

- REDUCING IMPORTED PRODUCE HELPS US SUPPORT LOCAL FARMERS AND NZ'S ECONOMY.
- BY USING MORE LOCAL SUPPLIERS WE PROVIDE MORE JOBS FOR NEW ZEALANDERS.
- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE ARE 100% NEW ZEALAND OWNED.
- WE ARE AIMING TOWARDS PLASTIC BAG REDUCTION.
- WE NOW DONATE MONEY TO COMMUNITY PROJECTS.
- TOGETHER WE CAN HELP OUR COMMUNITY AS WELL AS THE ENVIRONMENT.
- WE STILL OFFER VALUE WHILE CONSIDERING OUR NATURAL ENVIRONMENT.
- OUR LIGHTING IS MORE EFFICIENT TO SAVE MONEY AND THE PLANET.

PAK'nSAVE

We Are Working Towards A More Sustainable NZ




8.3.9 *Manipulation Nine*

REASONS TO SHOP AT PAK'nSAVE

- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE WILL HELP YOU PACK YOUR GROCERIES IN RECYCLED BOXES FOR YOUR COMFORT.
- WE OFFER A LARGER RANGE OF ORGANIC MEAT AND PRODUCE.

PAK'nSAVE

Our Policy : A More Sustainable NZ



8.3.10 Manipulation Ten

REASONS TO SHOP AT PAK'nSAVE

- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE WILL HELP YOU PACK YOUR GROCERIES IN RECYCLED BOXES FOR YOUR COMFORT.
- WE OFFER A LARGER RANGE OF ORGANIC MEAT AND PRODUCE.
- WE SUPPLY MORE LOCAL PRODUCTS TO BOOST NZ'S ECONOMY.
- BY USING LOCAL SUPPLIERS, WE PROVIDE A REGULAR INCOME TO MANY NEW ZEALANDERS.
- WE HAVE PLENTY OF CHECK-OUT STAFF TO SAVE YOU TIME.
- WE ARE 100% NEW ZEALAND OWNED.
- WE PAY OUR STAFF MORE AND PROVIDE THEM WITH BETTER WORKING CONDITIONS.
- WE PROVIDE EXTRA INFORMATION, SUCH AS FOOD MILES, SO YOU CAN CONSIDER THE PLANET.

PAK'nSAVE

Our Policy : A More Sustainable NZ



8.3.11 Manipulation Eleven

REASONS TO SHOP AT PAK'nSAVE

EVEN THOUGH WE HAVE CHANGED - YOU MIGHT NOT RECOGNISE US

- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE WILL HELP YOU PACK YOUR GROCERIES IN RECYCLED BOXES FOR YOUR COMFORT.
- WE OFFER A LARGER RANGE OF ORGANIC MEAT AND PRODUCE.

PAK'nSAVE

Our Policy : A More Sustainable NZ

8.3.12 Manipulation Twelve

REASONS TO SHOP AT PAK'nSAVE

EVEN THOUGH WE HAVE CHANGED - YOU MIGHT NOT RECOGNISE US

- WE WILL NOW DISPLAY FOOD MILES SO YOU CAN CHECK THE ENVIRONMENTAL IMPACT OF PRODUCTS.
- WE WILL HELP YOU PACK YOUR GROCERIES IN RECYCLED BOXES FOR YOUR COMFORT.
- WE OFFER A LARGER RANGE OF ORGANIC MEAT AND PRODUCE.
- WE SUPPLY MORE LOCAL PRODUCTS TO BOOST NZ'S ECONOMY.
- BY USING LOCAL SUPPLIERS, WE PROVIDE A REGULAR INCOME TO MANY NEW ZEALANDERS.
- WE HAVE PLENTY OF CHECK-OUT STAFF TO SAVE YOU TIME.
- WE ARE 100% NEW ZEALAND OWNED.
- WE PAY OUR STAFF MORE AND PROVIDE THEM WITH BETTER WORKING CONDITIONS.
- WE PROVIDE EXTRA INFORMATION, SUCH AS FOOD MILES, SO YOU CAN CONSIDER THE PLANET.


PAK'nSAVE

Our Policy : A More Sustainable NZ



8.4 SCREENSHOTS OF THE FINAL SURVEY

8.4.1 Final Survey Screen 1



Department of Management, Marketing and Entrepreneurship
Email: Paula.arbouw@pg.canterbury.ac.nz

August/September 2013

Consumer Responses to Advertising

Participant Information Sheet

My name is Paula Arbouw and I am a Ph.D. candidate at the University of Canterbury. My research investigates how consumers respond to different advertising messages. This survey is the final of a series of studies for the partial completion of my thesis.

Participation in this research requires viewing an advertisement and filling out an accompanying survey. A one-off response is all that is required of participants.

The survey does not explore sensitive topics and can be completed at a location convenient to participants. Therefore, this survey should not pose any physical or emotional risk to participants.

You may receive a copy of the project results by contacting the researcher at the conclusion of the project. Participation is voluntary and you have the right to withdraw from the project at any time, including withdrawal of any information provided without penalty. If you want to withdraw, please withdraw prior to completion of the survey. Due to the anonymity, I won't be able to identify and withdraw your submission once submitted.

The results of this project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: the identity of participants will not be made public as all information will be collected anonymously. At the end of the survey, your email address will be collected using a separate website to ensure this is not linked to your responses. Identifying data (your email address if you choose to provide this) will be kept separately to ensure anonymity of the participants. All results will be stored in secure folders and destroyed after 10 years. This research contributes to my Ph.D. thesis, which is a public document and will be available through the UC Library.

The project is being carried out in partial fulfilment for a PhD in Marketing by Paula Arbouw under the supervision of Paul Ballantine (paul.ballantine@canterbury.ac.nz). Paul is happy to discuss any concerns you may have about participation in the project.

Every participant goes in the draw to their choice of Westfield or Warehouse vouchers. There are 6 x \$100 vouchers available.

The project has been reviewed **and approved** by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

Please be aware you need to live in **New Zealand** to participate in this survey and to be eligible to enter the prize draw.

Do you give your consent to partake in the survey?

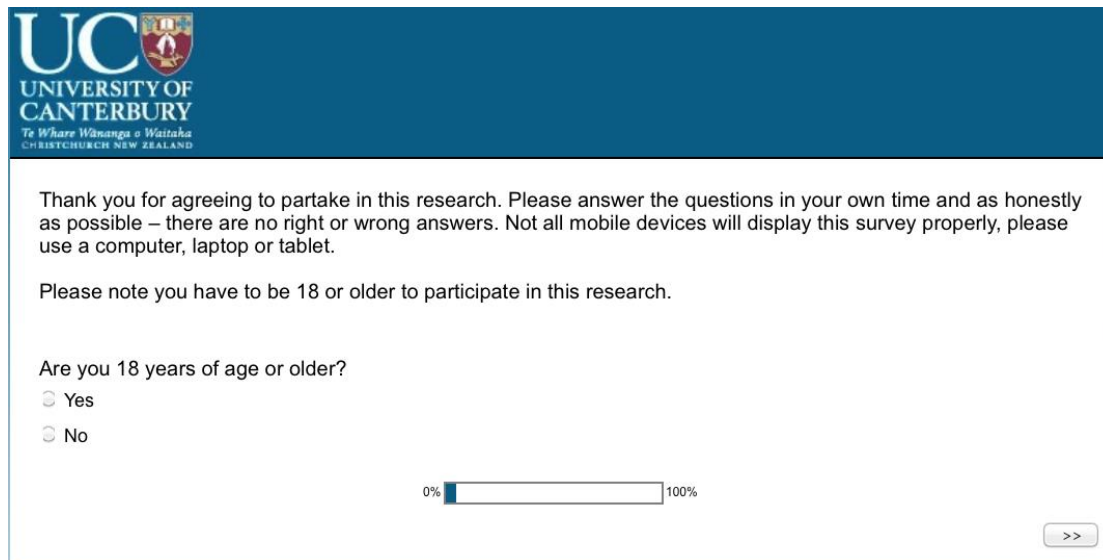
☐ Yes

☐ No

0% 100%

>>

8.4.2 Final Survey Screen 2



The screenshot shows a survey interface for the University of Canterbury. At the top is a blue header with the university's logo and name. Below the header, there is a thank-you message and a note about the survey's purpose. A question asks if the respondent is 18 years of age or older, with radio button options for 'Yes' and 'No'. A progress bar at the bottom indicates 0% completion. A '>>' button is located in the bottom right corner.

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND


Thank you for agreeing to partake in this research. Please answer the questions in your own time and as honestly as possible – there are no right or wrong answers. Not all mobile devices will display this survey properly, please use a computer, laptop or tablet.

Please note you have to be 18 or older to participate in this research.

Are you 18 years of age or older?

☐ Yes

☐ No

0%  100%

>>

Chapter 8 - APPENDICES

8.4.3 Final Survey Screen 3



Please rate the extent to which you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Thinking is not my idea of fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only think as hard as I have to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like tasks that require little thought once I have learned them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I see a new or different brand on the shelf, I often pick it up just to see what it is like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like introducing new brands and products to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often read the information on the packages of products just out of curiosity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get bored with buying the same brands even if they are good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop around a lot for my clothes just to find out more about the latest styles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What are your thoughts regarding supermarkets?

Mean nothing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mean a lot to me
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Unexciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Mundane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fascinating
Uninvolving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Involving

Chapter 8 - APPENDICES

Please indicate the level to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am aware of the supermarket brand PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a lot of experience shopping at PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with PAK'nSAVE's product selection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with the type of advertising that PAK'nSAVE currently uses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with supermarkets in general.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a very high level of knowledge regarding PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the PAK'nSAVE corporate brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think PAK'nSAVE is an honest brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

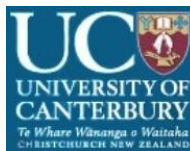
In general, my feelings towards PAK'nSAVE are:

Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive

0% ☐ 100%

>>

8.4.4 Final Survey Screen 4




The remainder of the questions are based on the advertisement you are about to view, so please examine the advertisement in your own time. Please make sure your browser window is big enough to view the entire advertisement. Please note you won't be able to return to this advertisement once you press proceed.

0% ☐ 100%

>>

8.4.5 Final Survey Screen 6



Please think about the PAK'nSAVE advertisement you just viewed when answering the following questions.

Please rate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think the PAK'nSAVE advertisement was very easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think it is expected for PAK'nSAVE to use this type of advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is relevant for PAK'nSAVE to use this type of advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is very likely that PAK'nSAVE would use this type of advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisement made sense when considering PAK'nSAVE's current brand image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was very logical for PAK'nSAVE to use this type of advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what degree did the advertisement match PAK'nSAVE's brand image?

Not compatible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Compatible
Not a good fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good fit
Not congruent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Congruent

Chapter 8 - APPENDICES

Please rate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The PAK'nSAVE advertisement contained negative AS WELL AS positive information regarding PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The PAK'nSAVE advertisement contained positive information, but ALSO included some negative information regarding PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the PAK'nSAVE advertisement, NOT all the information regarding PAK'nSAVE was positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The PAK'nSAVE advertisement contained ONLY positive information about PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the PAK'nSAVE advertisement to the extent the advertisement induced positive or negative effects on your evaluation of PAK'nSAVE.

Negative ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Positive

Please consider the number of arguments present in the PAK'nSAVE advertisement. An argument refers to a statement about PAK'nSAVE regardless of how strong or weak, or positive or negative this statement is.

I thought the number of arguments in the PAK'nSAVE advertisement was

Low	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High
Not very many	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	A lot
Small	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Big

Please estimate the number of arguments in the previous PAK'nSAVE advertisement?

	0	2	4	6	8	10	12	14	16	18	20
Number of Arguments	<input type="text"/>										

When thinking about the arguments in the advertisement which were in **favour** of PAK'nSAVE, I thought they were

Weak	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strong
Unpersuasive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Persuasive
Not Convincing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convincing
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good

0% 100%

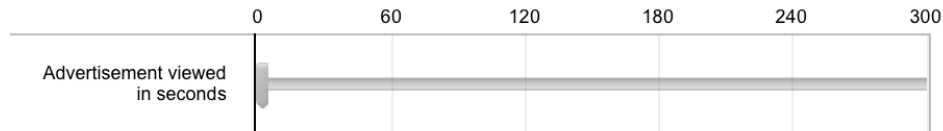
>>

Chapter 8 - APPENDICES

8.4.6 Final Survey Screen 7



Approximately, how many seconds did you spend looking at the PAK'nSAVE advertisement? (Remember there are 60 seconds in a minute).



When thinking about your previous answer, I perceived the amount of time I spent looking at the advertisement to be

- ☐ A very short time
- ☐ A short time
- ☐ An average length of time
- ☐ A long time
- ☐ A very long time

Please rate the extent to which you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I paid a lot of attention to the PAK'nSAVE advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I concentrated intensely on the PAK'nSAVE advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was highly involved with the PAK'nSAVE advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put a lot of thought into evaluating the PAK'nSAVE advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I took a lot of notice of this advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the text of the PAK'nSAVE advertisement very carefully.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put a lot of mental effort in to processing the PAK'nSAVE advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After viewing the PAK'nSAVE advertisement, I think PAK'nSAVE is

Not Credible | ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ | Credible

Chapter 8 - APPENDICES

Please rate the extent you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
PAK'nSAVE is an experienced supermarket.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAK'nSAVE is skilled in what they do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAK'nSAVE has great expertise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAK'nSAVE is not an experienced supermarket.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust PAK'nSAVE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAK'nSAVE makes truthful claims.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAK'nSAVE is honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not believe what PAK'nSAVE tells me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I thought the PAK'nSAVE advertisement was

Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable


After viewing the PAK'nSAVE advertisement, my feelings towards PAK'nSAVE as a brand are:

Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive

0% 100%

>>

8.4.7 Final Survey Screen 8



UC
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Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

Almost done, please fill out the following demographic information.

What age group do you fall under?

☐ 18 - 24

☐ 25 - 34

☐ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65 - 74

☐ 75+

Gender

☐ Male

☐ Female

Highest education level

☐ School Certificate/ NCEA Level 1

☐ Sixth Form Certificate/ NCEA Level 2

☐ Bursary/ NCEA level 3

☐ Tertiary Certificate

☐ Tertiary Diploma (Polytechnic or University)

☐ Bachelor's Degree

☐ Bachelors Degree with Honours

☐ Master's Degree

☐ Ph.D.

Occupation:

I perceive my income level to be

☐ Below average

☐ Average


☐ Above Average

0%

100%

>>

8.4.8 Final Survey Screen 9



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CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

Thank you for your participation in this study. Your contribution is essential to the completion of my PhD and is highly appreciated.

The exact purpose of the study could not be revealed at the start as this could have affected the answers you provided. The purpose of this study is to explore how companies can best deal with advertising that is inconsistent with their brand image. It also explored the effects the number of arguments as well as the inclusion of negative information in advertising.

This experiment used several manipulations of the PAK'SAVE advertisements to test the different independent variables, which were randomly assigned to you. The advertisements used in this research were not real, nor reflect the company in any way – they were created specifically for research purposes only.

Again, I would like to thank you for all your help and effort.

Paula Arbouw
PhD Candidate
Department of Management, Marketing, and Entrepreneurship
University of Canterbury
Paula.arbouw@pg.canterbury.ac.nz

If you would like to enter the prize draw, please click on the link below to enter your email address. Your email address will not be linked to your answers in any way.

http://canterbury.qualtrics.com/SE/?SID=SV_bpFCL5qSaCGde3X


*** PLEASE DON'T FORGET TO SUBMIT YOUR SURVEY BY PRESSING THE ARROW BUTTON.***

0%

100%

>>

8.4.9 Final Survey Screen 10



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Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

We thank you for your time spent taking this survey.
Your response has been recorded.

0%

100%

8.4.10 Prize Draw Screenshot



PRIZE DRAW

Having completed the questionnaire you are now invited to participate in the prize draw. To participate in the prize draw please read the terms and conditions before submitting your email address. Submission of your email address will be considered acceptance of the terms and conditions.

Terms and Conditions:

1. To participate in the prize draw you must have completed the questionnaire. Any email addresses submitted without the completion of the questionnaire will not be considered for the prize draw.
2. To participate in the prize draw you must provide your email address.
3. Your email will be stored in a secure database.
4. Your email address will be used for the sole purpose of communicating with you if you are one of the prize draw winners.
5. Your email address will not be used by this website outside of the purpose stated above (4).
6. Your email address will not be sold, gifted or divulged to any third party.
7. Once all prizes have been drawn and the winners are confirmed, your email address will be deleted and the database will be destroyed.
8. Your email address will be stored in a separate database to your questionnaire.
9. Please do not share this link or your entry will be removed.

>>

8.5 FORUMS POSTED ON

- TradeMe : www.trademe.co.nz/community/
- Gumtree: www.christchurch.gumtree.co.nz
- Gameplanet: www.gpforums.co.nz/forum/Open-Discussion/
- Crew.org.nz: crew.org.nz/forum/
- Vorb.co.nz: www.vorb.co.nz/forum/
- Foodlovers: www.foodlovers.co.nz/forum/
- Huggies: www.huggies.co.nz/forum/
- Snow.co.nz: www.snow.co.nz/forum/
- KiwiBiker: www.kiwibiker.co.nz/forum/
- Grownups: www.grownups.co.nz/connect
- Reddit:
 - www.reddit.com/r/newzealand/comments/
 - www.reddit.com/r/SampleSize/comments
- Geekzone: www.geekzone.co.nz/forums.asp
- Photography Forum NZ: .photographersonline.co.nz/showthread.php?
- D-Photo: www.hellophoto.co.nz/showthread.php?
- Board Game Geek NZ Forum: www.boardgamegeek.com/article/
- Muzic.net.nz: www.muzic.net.nz/community/1
- Nz Moterhome & Caravan Forum & Community:
www.nzmotorhome.co.nz/NZMotorhomeForum
- New Zealand Bodyboarding: www.isolated.co.nz/forum
- VW Audi Sport Klub NZ: www.vask.org.nz/index.php/
- Riding Room: www.riding-room.co.nz/index.php
- Treasures: www.treasures.co.nz/Community/Forum
- The New Zealand Weather Forum: www.weatherforum.org.nz/phpBB3/
- Airsoft Sports New Zealand: www.asnz.co.nz/forums/

8.6 ETHICS APPROVAL



HUMAN ETHICS COMMITTEE

Secretary, Lynda Griffioen
Email: human-ethics@canterbury.ac.nz

Ref: HEC 2013/50

24 May 2013

Paula Arbouw
Department of Management, Marketing & Entrepreneurship
UNIVERSITY OF CANTERBURY

Dear Paula

The Human Ethics Committee advises that your research proposal "Consumer responses to advertising" has been considered and approved.

Please note that this approval is subject to the incorporation of the amendments you have provided in your email of 23 May 2013.

Best wishes for your project.

Yours sincerely

A handwritten signature in black ink, appearing to read 'L. MacDonald'.

Lindsey MacDonald
Chair
University of Canterbury Human Ethics Committee

8.7 PRE-STUDY INFORMATION SHEET

Department of Management, Marketing and Entrepreneurship
Email: Paula.arbouw@pg.canterbury.ac.nz

May 22 2013



Consumer Responses to Advertising

Participant Information Sheet

My name is Paula Arbouw and I am a Ph.D. candidate at the University of Canterbury. My research investigates how consumers respond to different advertising messages. This survey is designed to gain participants opinions of the PAK'nSAVE brand and forms a pre-study to my main study.

Participation in this research requires filling out a survey based on your views of PAK'nSAVE. A one-off response is all that is required of participants.

The survey does not explore sensitive topics and can be completed at a location convenient to participants. Therefore, this survey should not pose any physical or emotional risk to participants.

You may receive a copy of the project results by contacting the researcher at the conclusion of the project.

Participation is voluntary and you have the right to withdraw from the project at any time, including withdrawal of any information provided without penalty. If you want to withdraw, please withdraw prior to June 20th 2013 to ensure your information can be withdrawn from this study.

The results of this project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: the identity of participants will not be made public as all information will be collected anonymously. Identifying data will be kept separately to ensure anonymity of the participants. All results will be stored in secure folders and destroyed after 10 years. This research contributes to my Ph.D. thesis, which is a public document and will be available through the UC Library.

The project is being carried out in partial fulfilment for a PhD in Marketing by Paula Arbouw under the supervision of Paul Ballantine (paul.ballantine@canterbury.ac.nz). Paul is happy to discuss any concerns you may have about participation in the project.

The project has been reviewed **and approved** by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

1. Do you give your consent to partake in the survey?
 - a. Yes
 - b. No

8.8 PRE-TEST INFORMATION SHEET

Department of Management, Marketing and Entrepreneurship
Email: Paula.arbouw@pg.canterbury.ac.nz

May 22 2013



Consumer Responses to Advertising

Participant Information Sheet

My name is Paula Arbouw and I am a Ph.D. candidate at the University of Canterbury. My research investigates how consumers respond to different advertising messages. This survey is a pre-study for my main study to test the effectiveness of the questions.

Participation in this research requires viewing an advertisement and filling out an accompanying survey. A one-off response is all that is required of participants.

The survey does not explore sensitive topics and can be completed at a location convenient to participants. Therefore, this survey should not pose any physical or emotional risk to participants.

You may receive a copy of the project results by contacting the researcher at the conclusion of the project.

Participation is voluntary and you have the right to withdraw from the project at any time, including withdrawal of any information provided without penalty. If you want to withdraw, please withdraw prior to completion of the survey. Due to the anonymity, I won't be able to identify and withdraw your submission once submitted.

The results of this project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: the identity of participants will not be made public as all information will be collected anonymously. At the end of the survey, your email will be collected using a separate website to ensure this is not linked to your responses. Identifying data (your email address if you choose to provide this) will be kept separately to ensure anonymity of the participants. All results will be stored in secure folders and destroyed after 10 years. This research contributes to my Ph.D. thesis, which is a public document and will be available through the UC Library.

The project is being carried out in partial fulfilment for a PhD in Marketing by Paula Arbouw under the supervision of Paul Ballantine (paul.ballantine@canterbury.ac.nz). Paul is happy to discuss any concerns you may have about participation in the project.

Every participant goes in the draw to win Westfield vouchers. There are 5 x \$50 vouchers available.

The project has been reviewed **and approved** by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

1. Do you give your consent to partake in the survey?
 - a. Yes
 - b. No

8.9 MAIN STUDY INFORMATION SHEET

Department of Management, Marketing and Entrepreneurship
Email: Paula.arbouw@pg.canterbury.ac.nz

May 22 2013



Consumer Responses to Advertising

Participant Information Sheet

My name is Paula Arbouw and I am a Ph.D. candidate at the University of Canterbury. My research investigates how consumers respond to different advertising messages. This survey is the final of a series of studies for the partial completion of my thesis.

Participation in this research requires viewing an advertisement and filling out an accompanying survey. A one-off response is all that is required of participants.

The survey does not explore sensitive topics and can be completed at a location convenient to participants. Therefore, this survey should not pose any physical or emotional risk to participants.

You may receive a copy of the project results by contacting the researcher at the conclusion of the project.

Participation is voluntary and you have the right to withdraw from the project at any time, including withdrawal of any information provided without penalty. If you want to withdraw, please withdraw prior to completion of the survey. Due to the anonymity, I won't be able to identify and withdraw your submission once submitted.

The results of this project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: the identity of participants will not be made public as all information will be collected anonymously. At the end of the survey, your email will be collected using a separate website to ensure this is not linked to your responses. Identifying data (your email address if you choose to provide this) will be kept separately to ensure anonymity of the participants. All results will be stored in secure folders and destroyed after 10 years. This research contributes to my Ph.D. thesis, which is a public document and will be available through the UC Library.

The project is being carried out in partial fulfilment for a PhD in Marketing by Paula Arbouw under the supervision of Paul Ballantine (paul.ballantine@canterbury.ac.nz). Paul is happy to discuss any concerns you may have about participation in the project.

Every participant goes in the draw to win Westfield vouchers. There are 1 x \$200, and 6 x \$50 vouchers available.

The project has been reviewed **and approved** by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

1. Do you give your consent to partake in the survey?
 - a. Yes
 - b. No

8.10 FOODSTUFFS APPROVAL

From: Katherine Klouwens [<mailto:Katherine.Klouwens@foodstuffs.co.nz>]
Sent: Tuesday, 16 April 2013 4:53 p.m.
To: Paula Arbouw
Cc: Antoinette Shallue
Subject: [SPAM: 10.918] Permission to use PAK'nSAVE brand

Hi Paula

Antoinette and I are happy for you to use the PAK'nSAVE brand for your research.
Good luck.
Regards,
Kath

Katherine Klouwens
Group Communications Manager

Foodstuffs^{NZ}

DDI: 09 621 1323 | M: 021 484 026
95 May Road, Mount Roskill, Auckland 1041, New Zealand
DX Box CX 15021 or PO Box 27480, Mount Roskill, Auckland 1440, New Zealand

Caution: The information contained in this email is CONFIDENTIAL. If the reader of this message is not the intended recipient, you are hereby notified that any use, dissemination, distribution or reproduction is strictly prohibited. If you received this message in error, please notify Foodstuffs New Zealand immediately. Thank you.

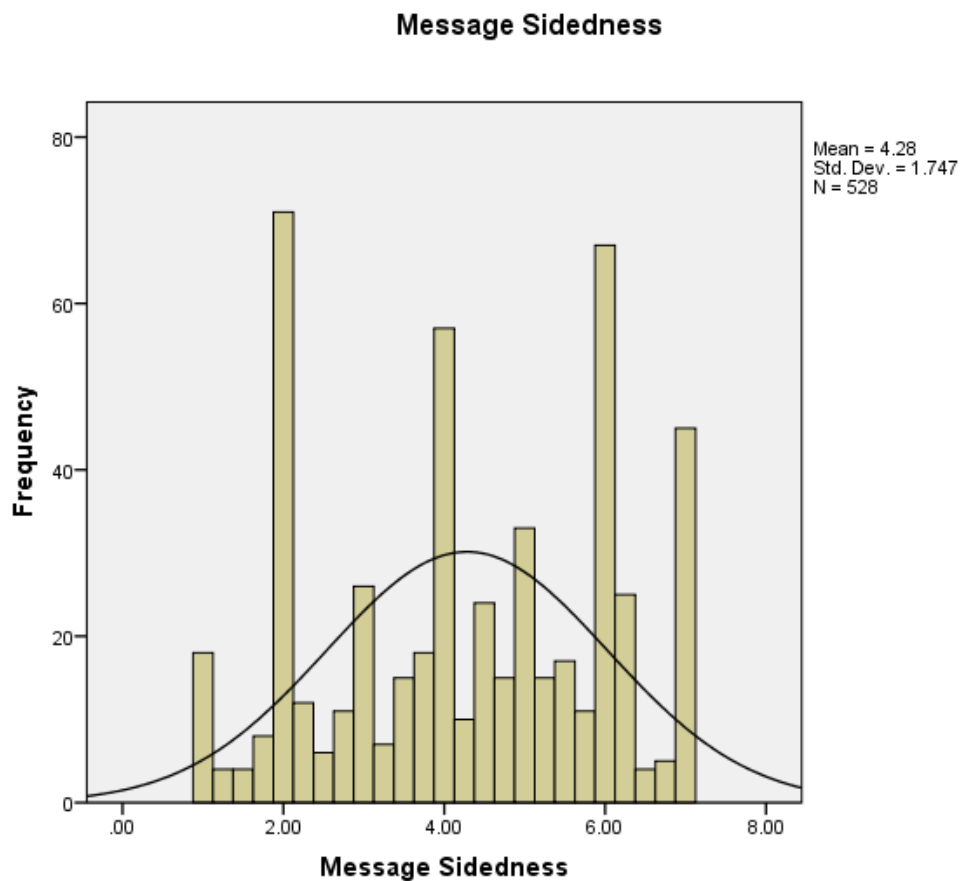
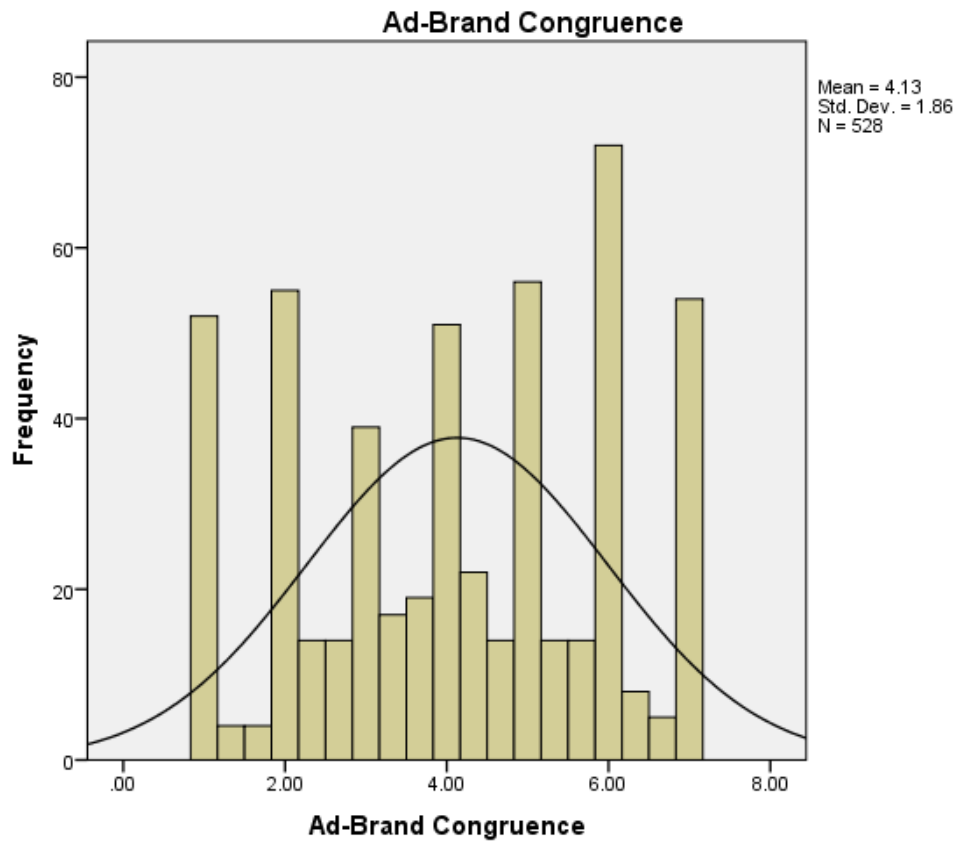
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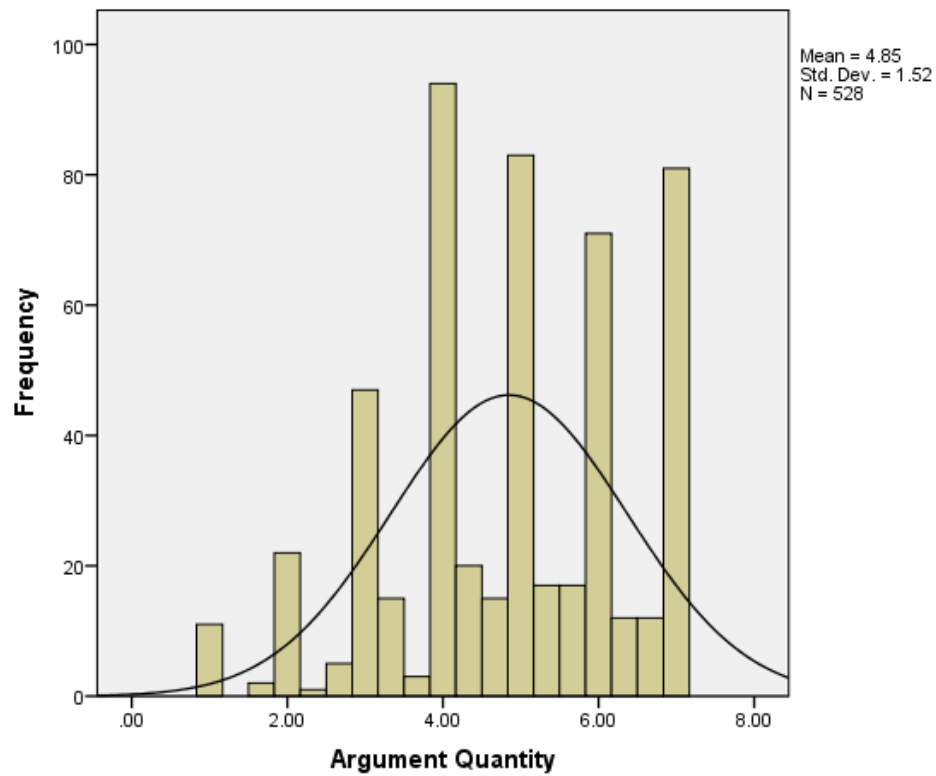
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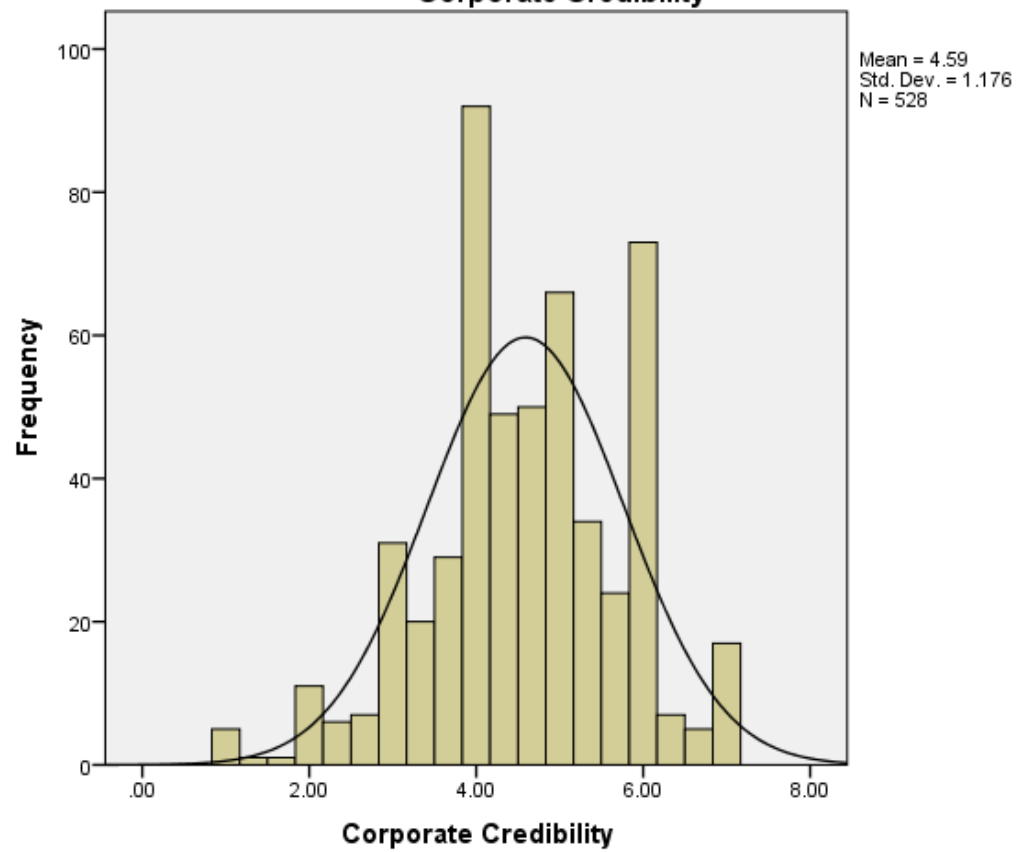
8.11 HISTOGRAMS FOR INDEPENDENT, DEPENDENT AND COVARIATE VARIABLES

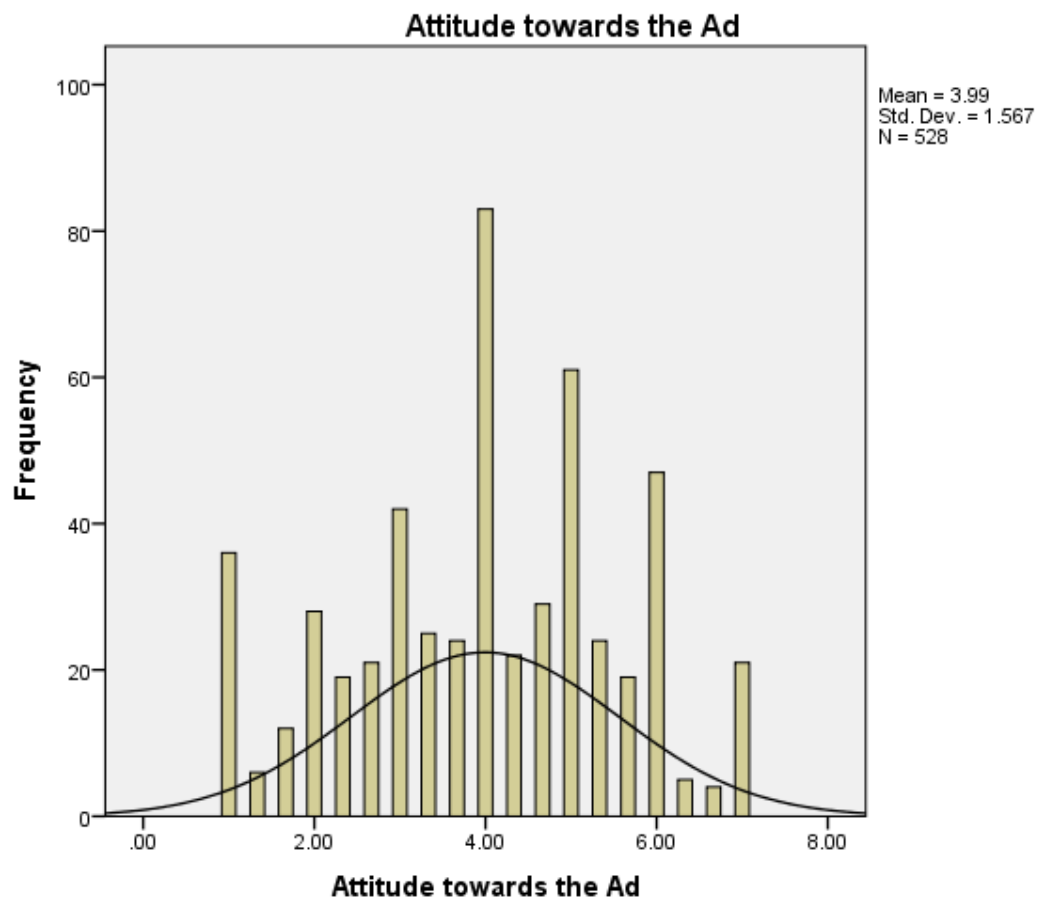
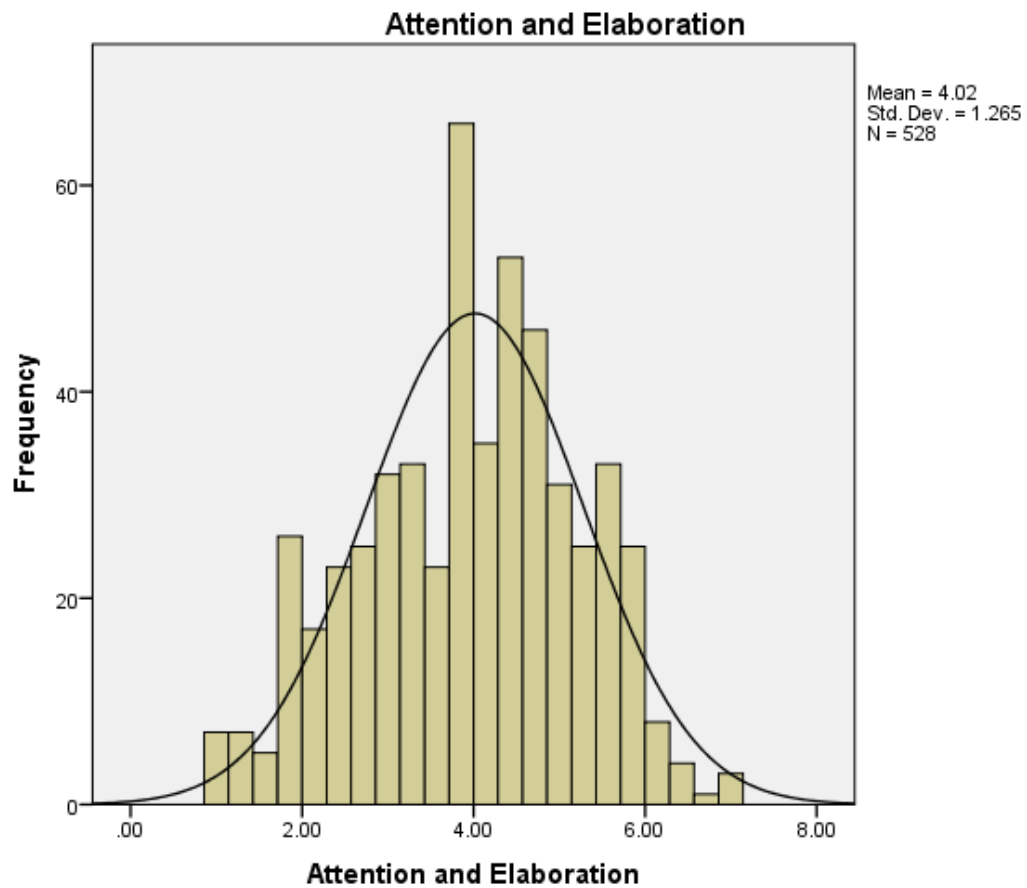


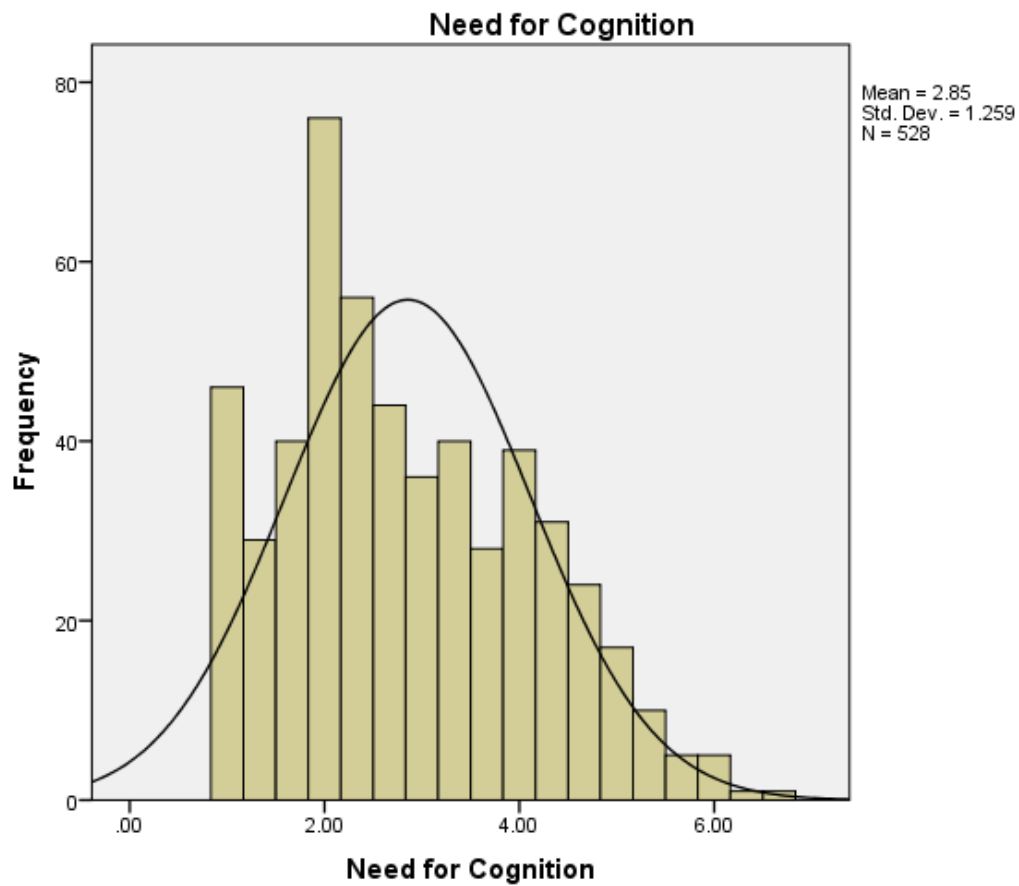
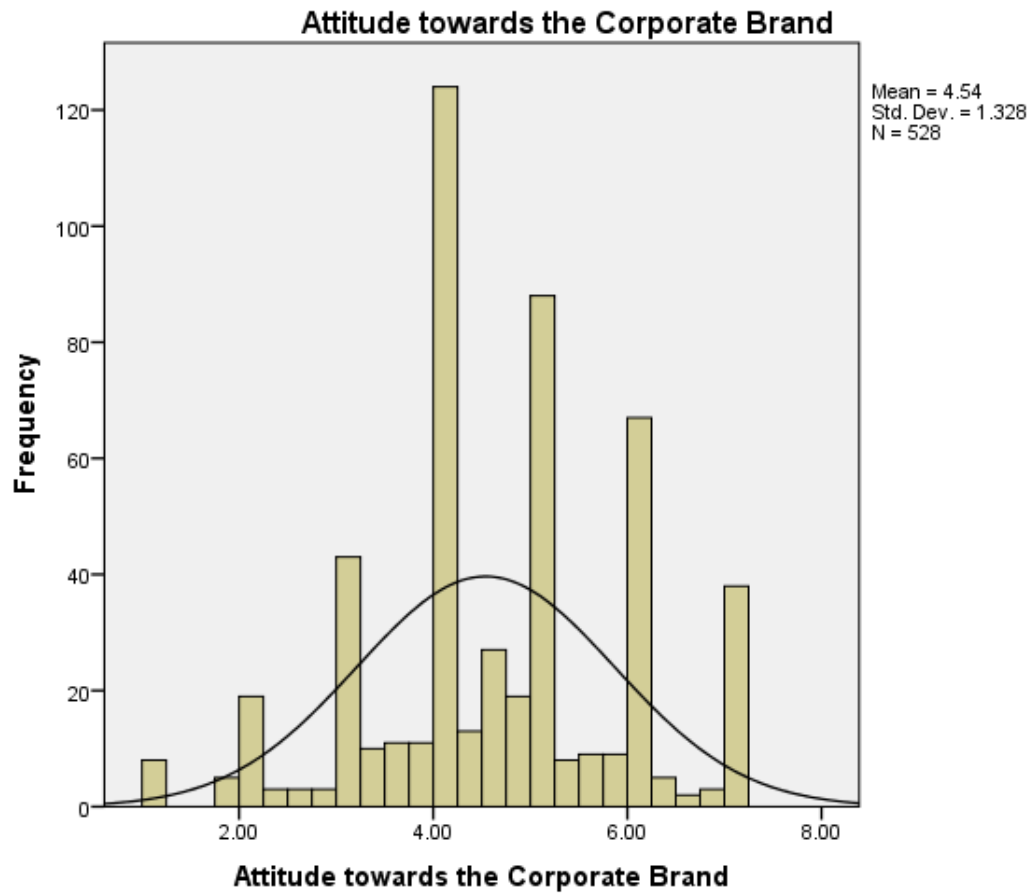
Argument Quantity



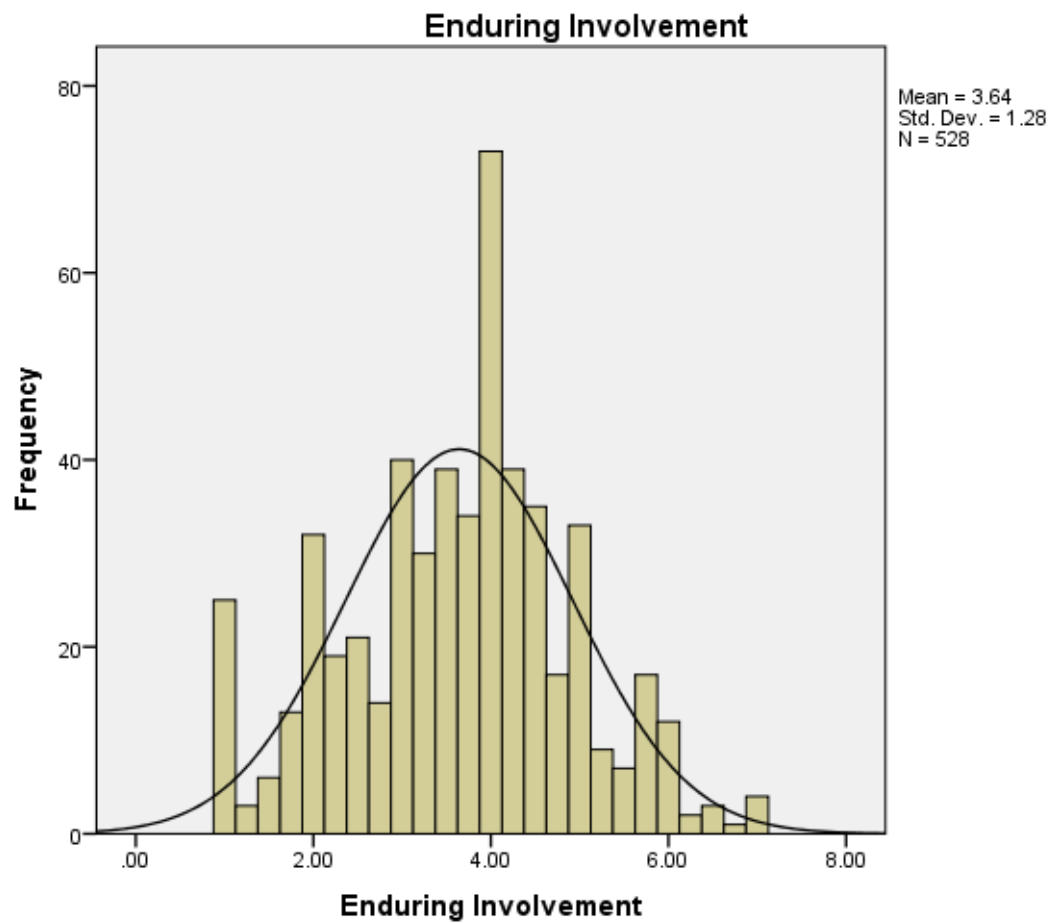
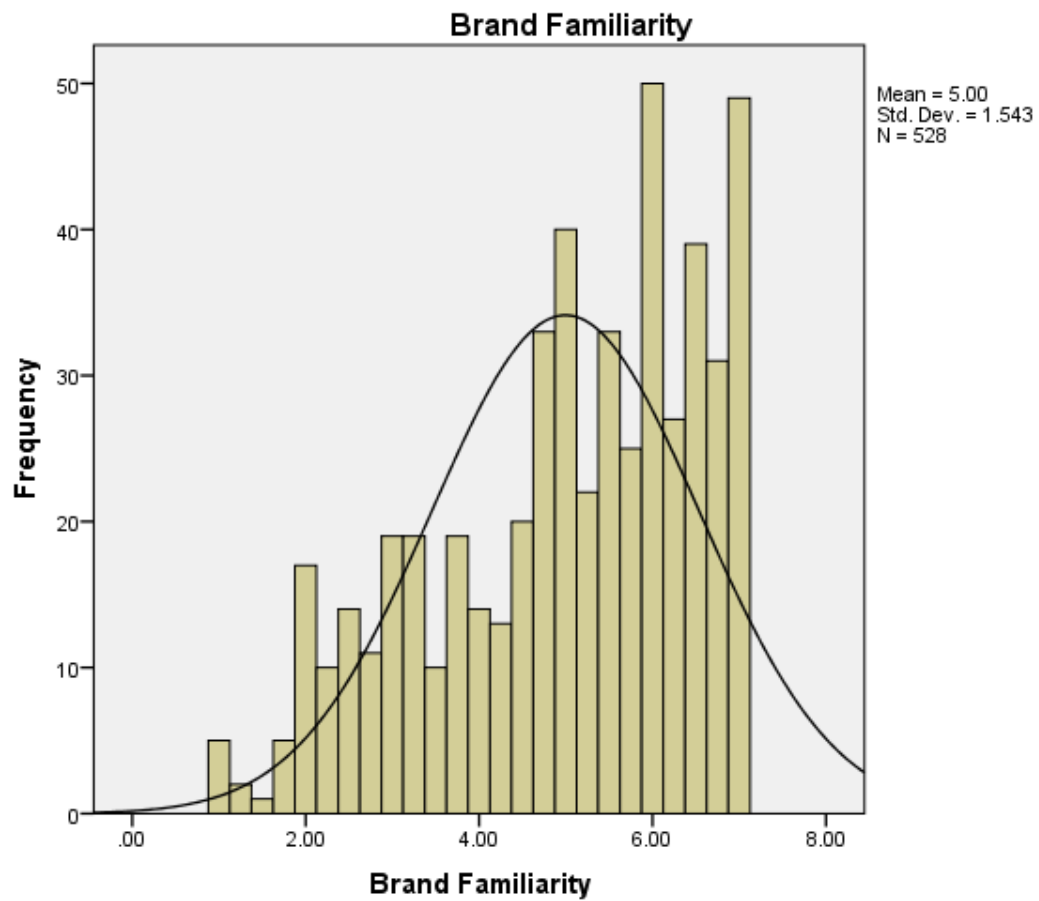
Corporate Credibility

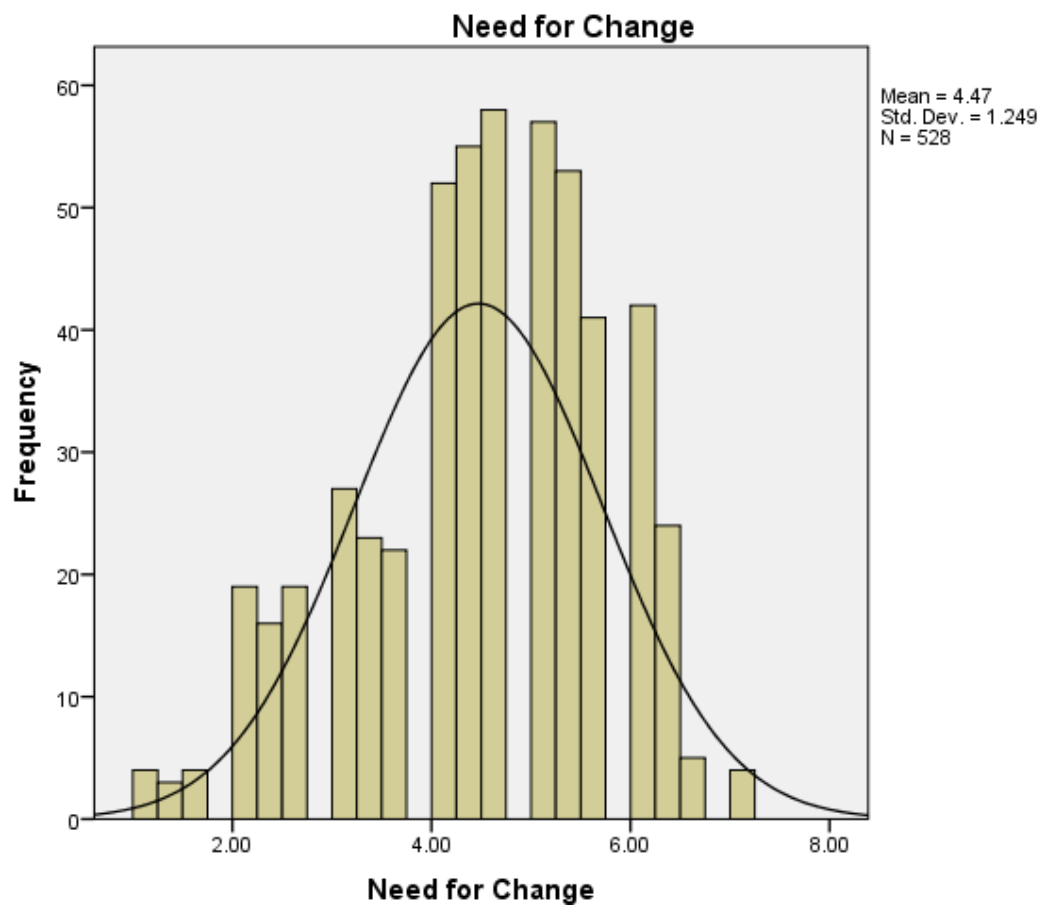
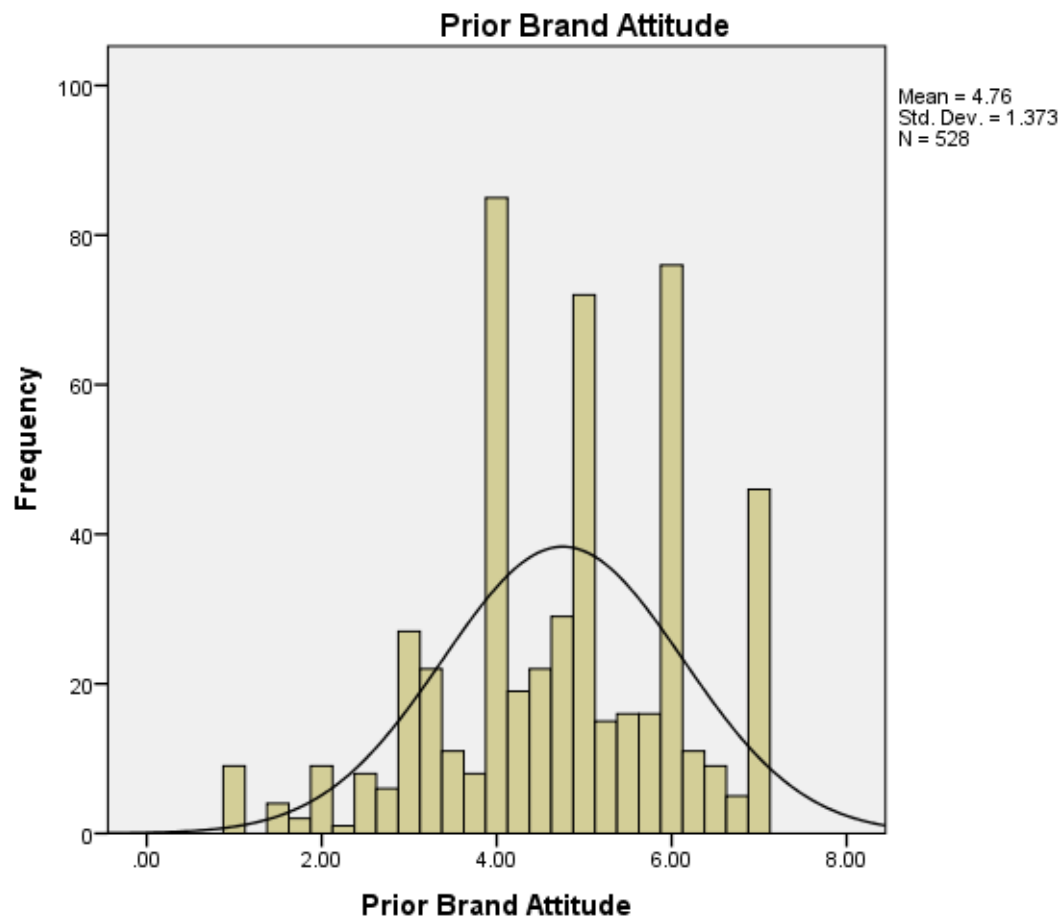


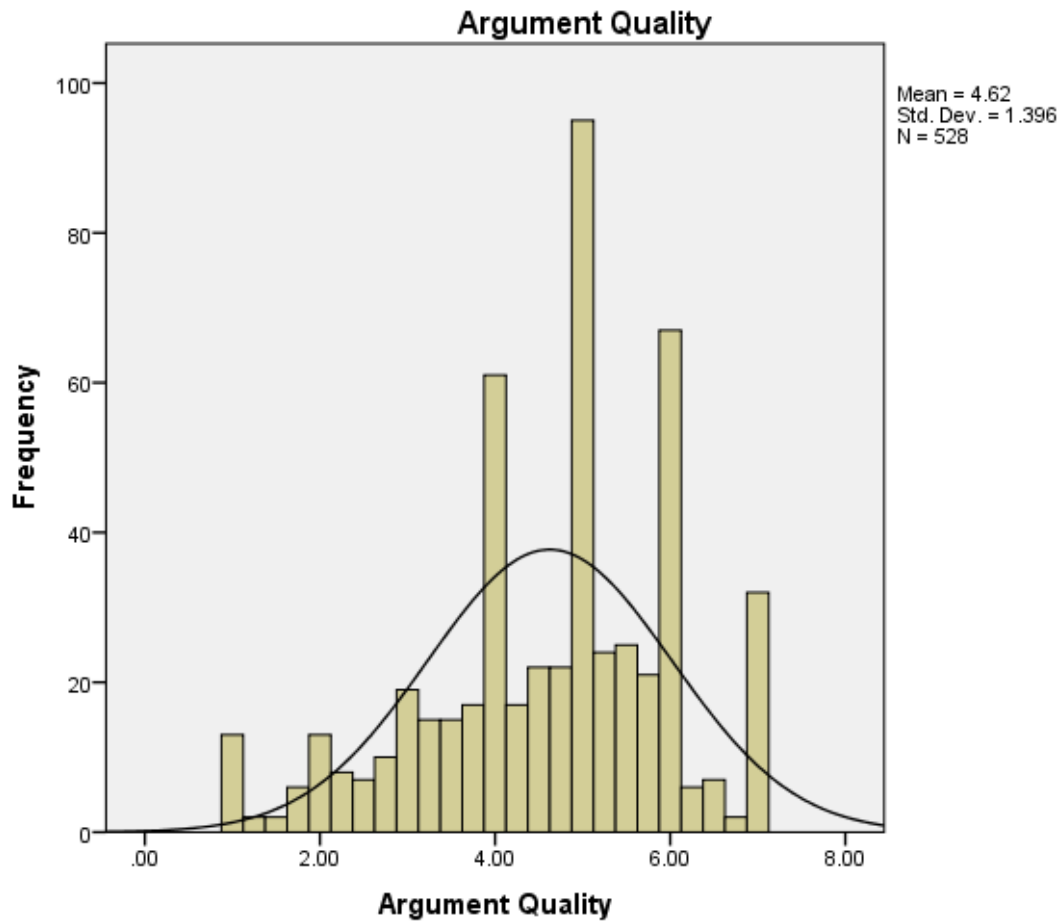




Chapter 8 - APPENDICES

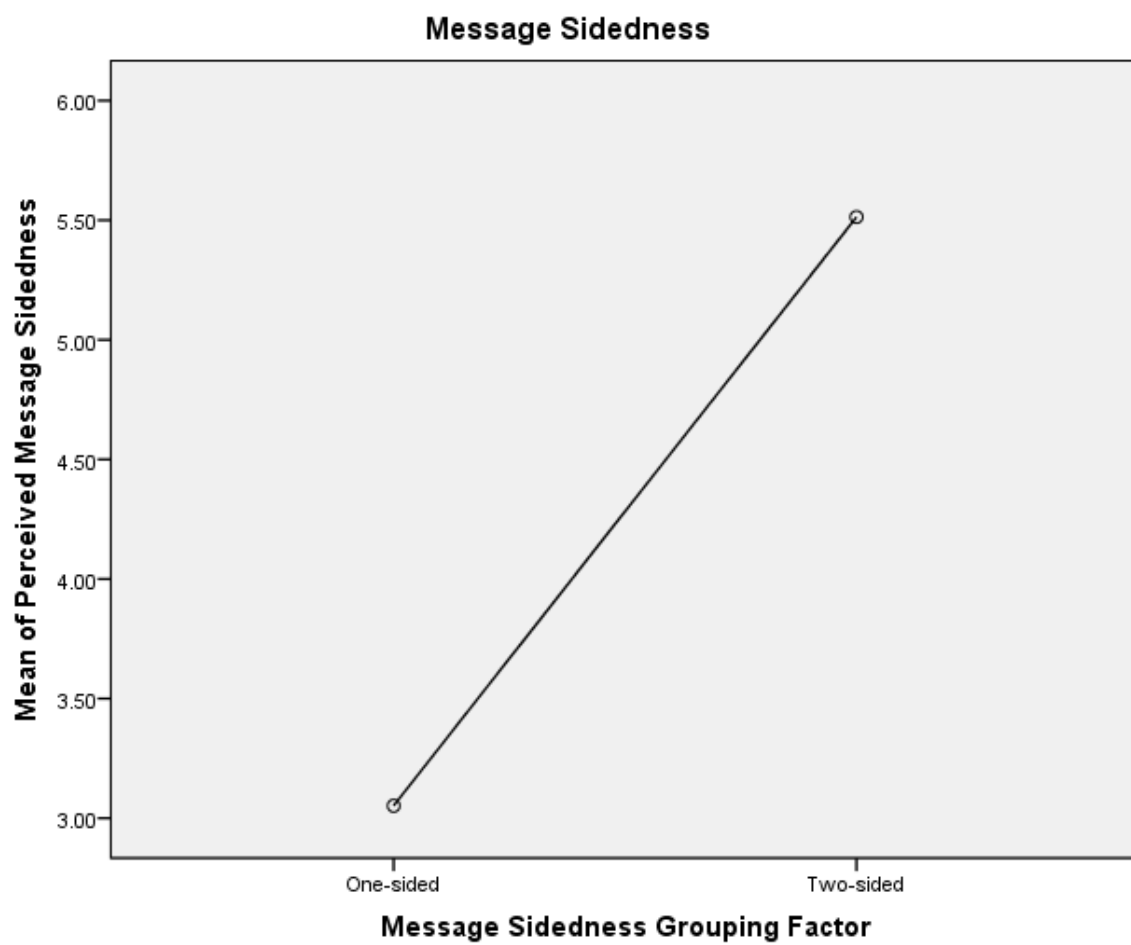
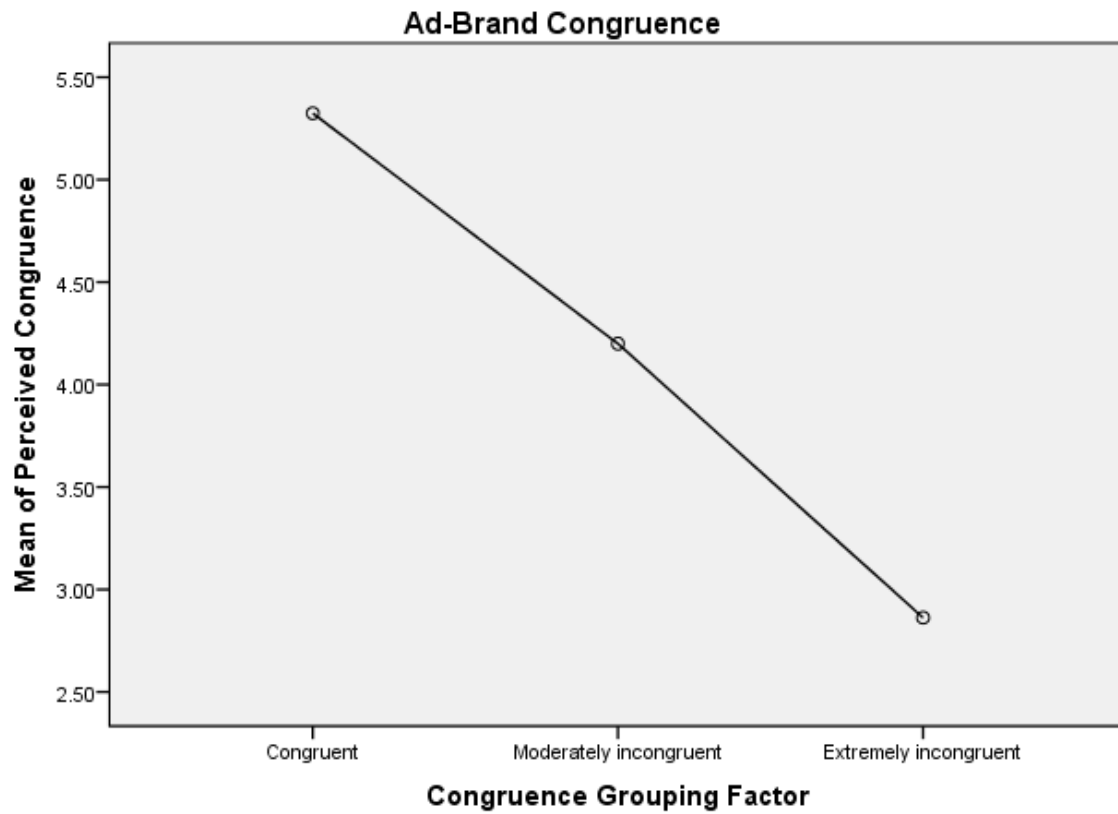


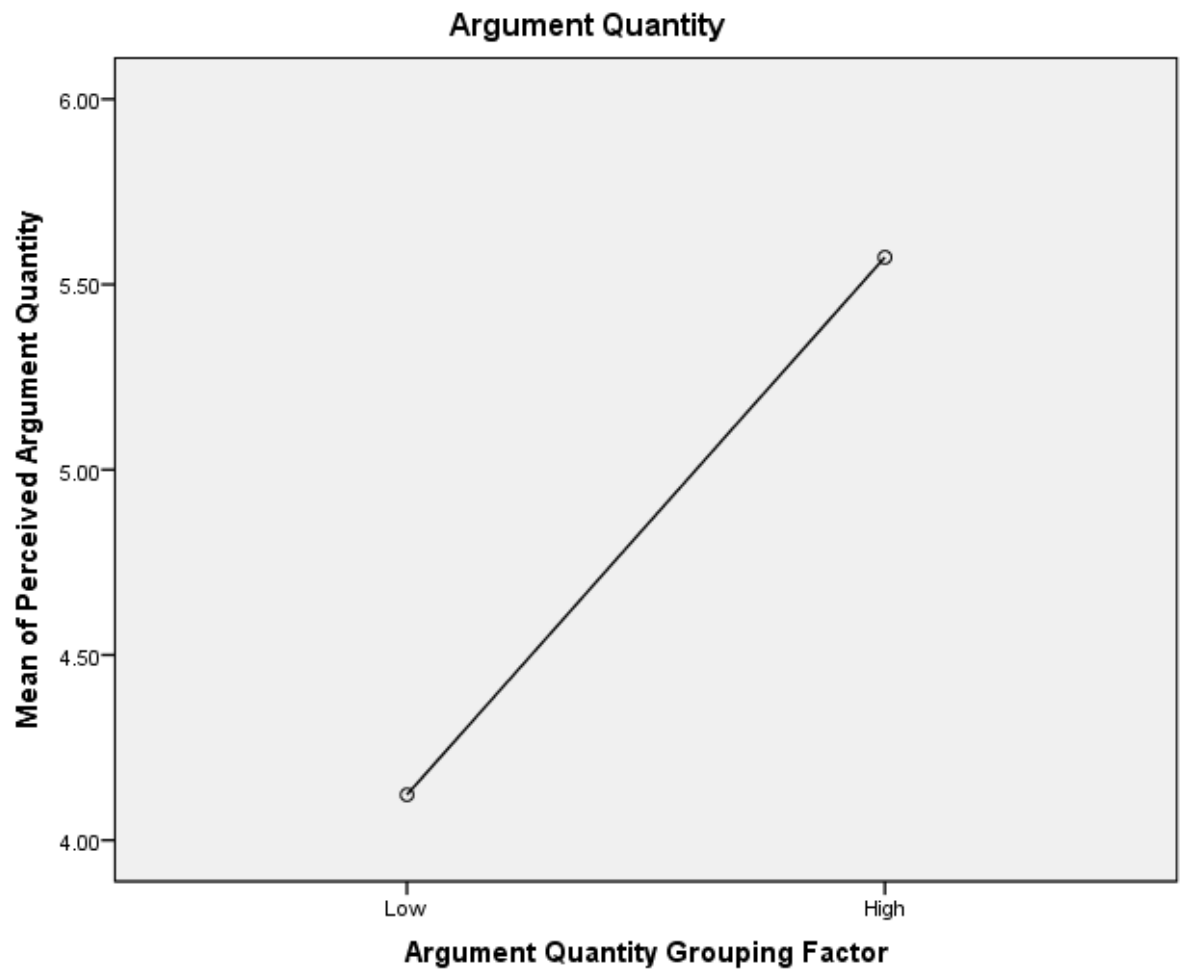




8.12 MEANS AND MEANS PLOTS FOR DIFFERENT MANIPULATION LEVELS

Manipulation	Pre-test 2		Main experiment	
	Mean	Std Dev	Mean	Std Dev
<i>Congruence</i>				
Congruent	5.33	1.15	5.33	1.47
Moderately incongruent	4.66	1.35	4.20	1.65
Extremely incongruent	3.07	1.38	2.85	1.57
<i>Message Sidedness</i>				
One-sided	3.31	1.34	3.05	1.30
Two-sided	5.39	1.12	5.51	1.17
<i>Argument Quantity</i>				
Low	3.97	1.30	4.12	1.33
High	5.09	1.51	5.57	1.34





8.13 ATTENTION AND ELABORATION MEANS FOR DIFFERENT CONDITIONS

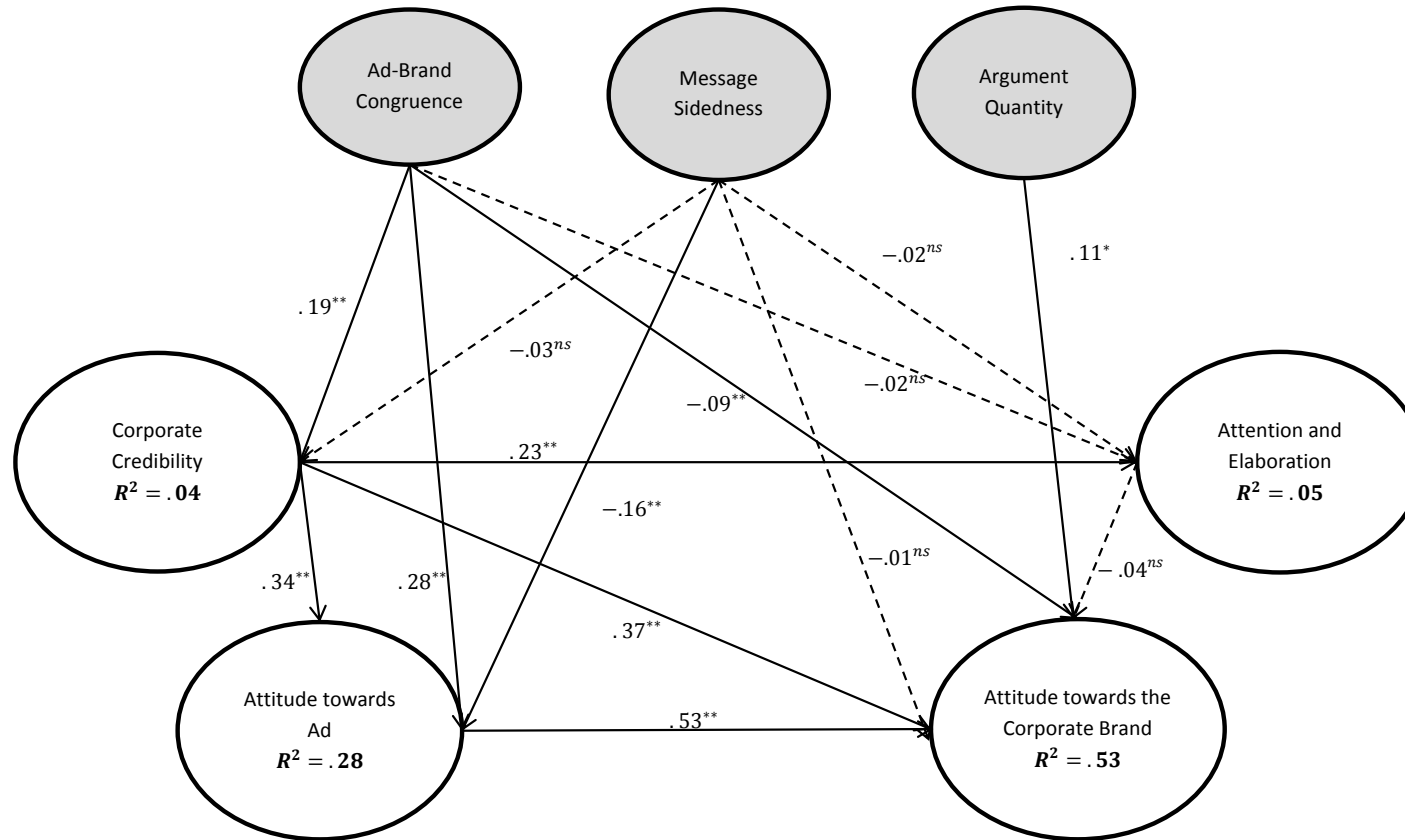
Perceived Attention and Elaboration			
CON Factor	MS factor	Mean	Std Dev
Congruent	One-sided	3.69	1.33
	Two-sided	4.15	1.35
	Total	3.92	1.36
Moderately Incongruent	One-sided	3.76	1.28
	Two-sided	4.25	1.18
	Total	4.01	1.25
Extremely Incongruent	One-sided	3.94	1.29
	Two-sided	4.28	1.03
	Total	4.11	1.18
Total	One-sided	3.80	1.30
	Two-sided	4.23	1.19
	Total	4.02	1.26

8.14 ATTITUDE TOWARDS THE AD MEANS FOR DIFFERENT CONDITIONS

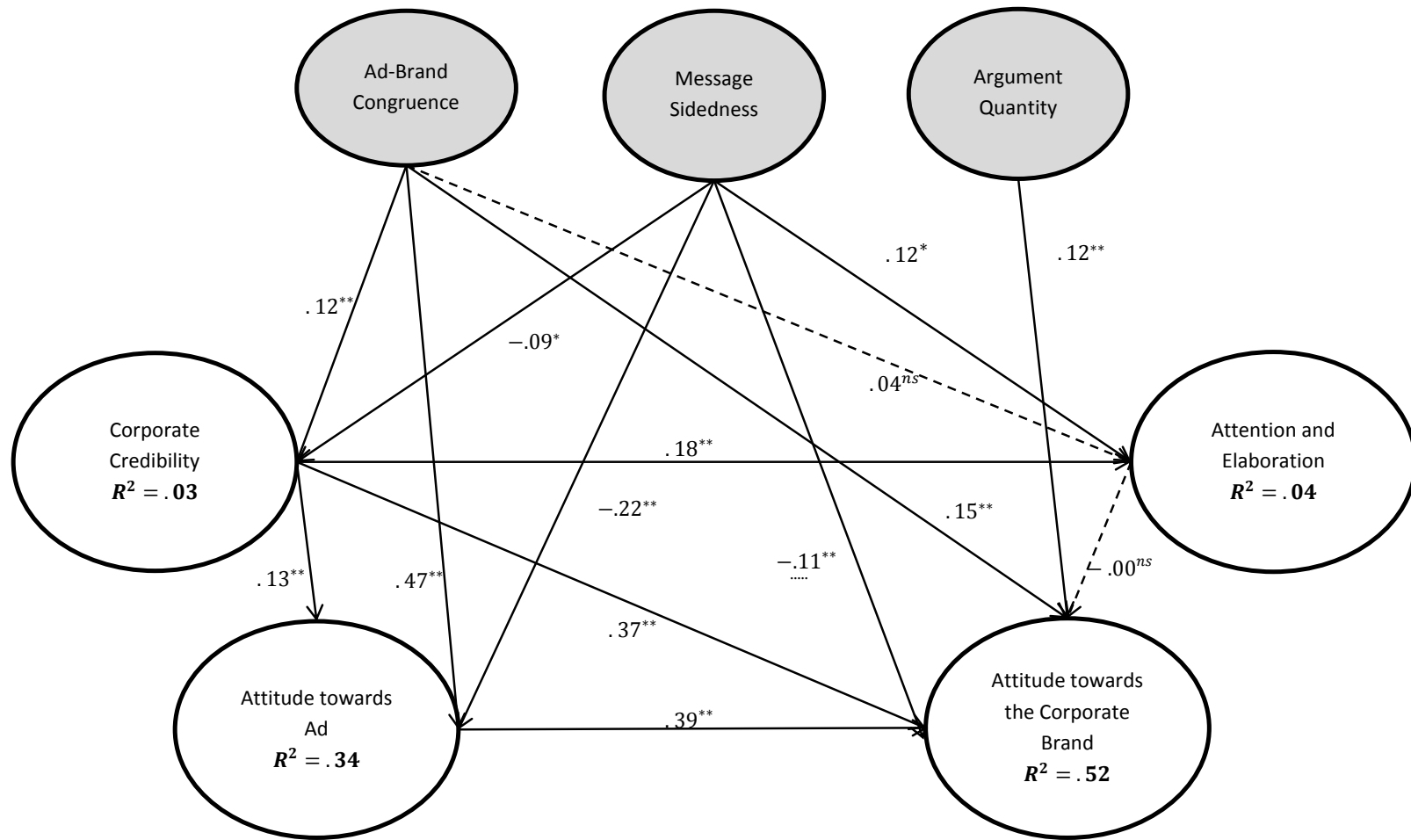
Perceived Attitude towards the Ad			
CON Factor	MS factor	Mean	Std Dev
Congruent	One-sided	4.29	1.43
	Two-sided	4.30	1.57
	Total	4.30	1.50
Moderately Incongruent	One-sided	4.43	1.50
	Two-sided	3.30	1.41
	Total	3.87	1.56
Extremely Incongruent	One-sided	4.18	1.60
	Two-sided	3.45	1.54
	Total	3.82	1.57
Total	One-sided	4.30	1.51
	Two-sided	3.69	1.57
	Total	3.99	1.57

8.15 MODEL TESTING RESULTS FOR DIFFERENT LEVELS OF PRIOR BRAND ATTITUDE

8.15.1 Low Prior Brand Attitude



8.15.2 High Prior Brand Attitude

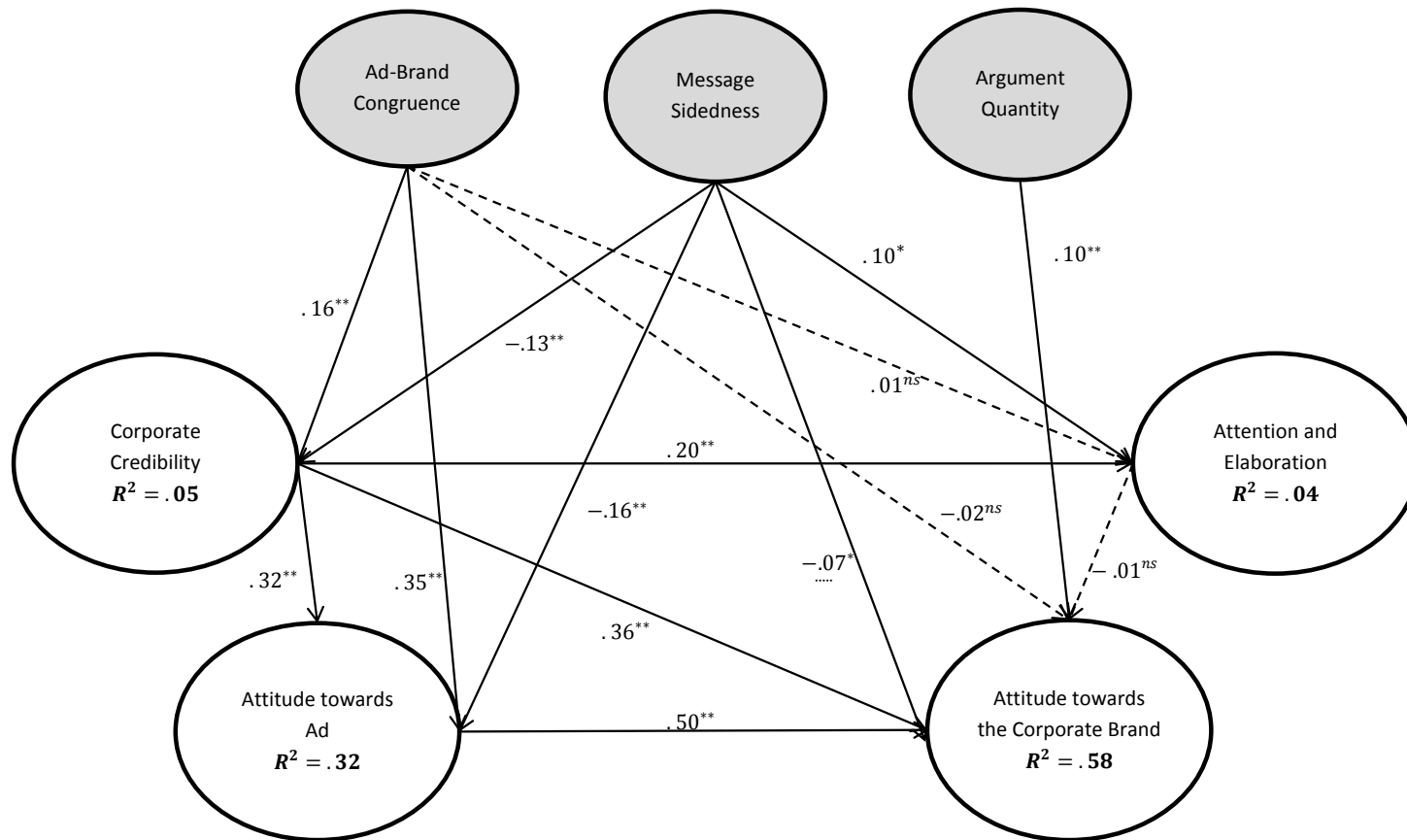


** $p < .01$
 * $p < .05$

———— Significant path
 - - - - - Non – significant path

8.16 MODELS FOR DIFFERENT LEVELS OF ENDURING INVOLVEMENT

8.16.1 Low Involvement



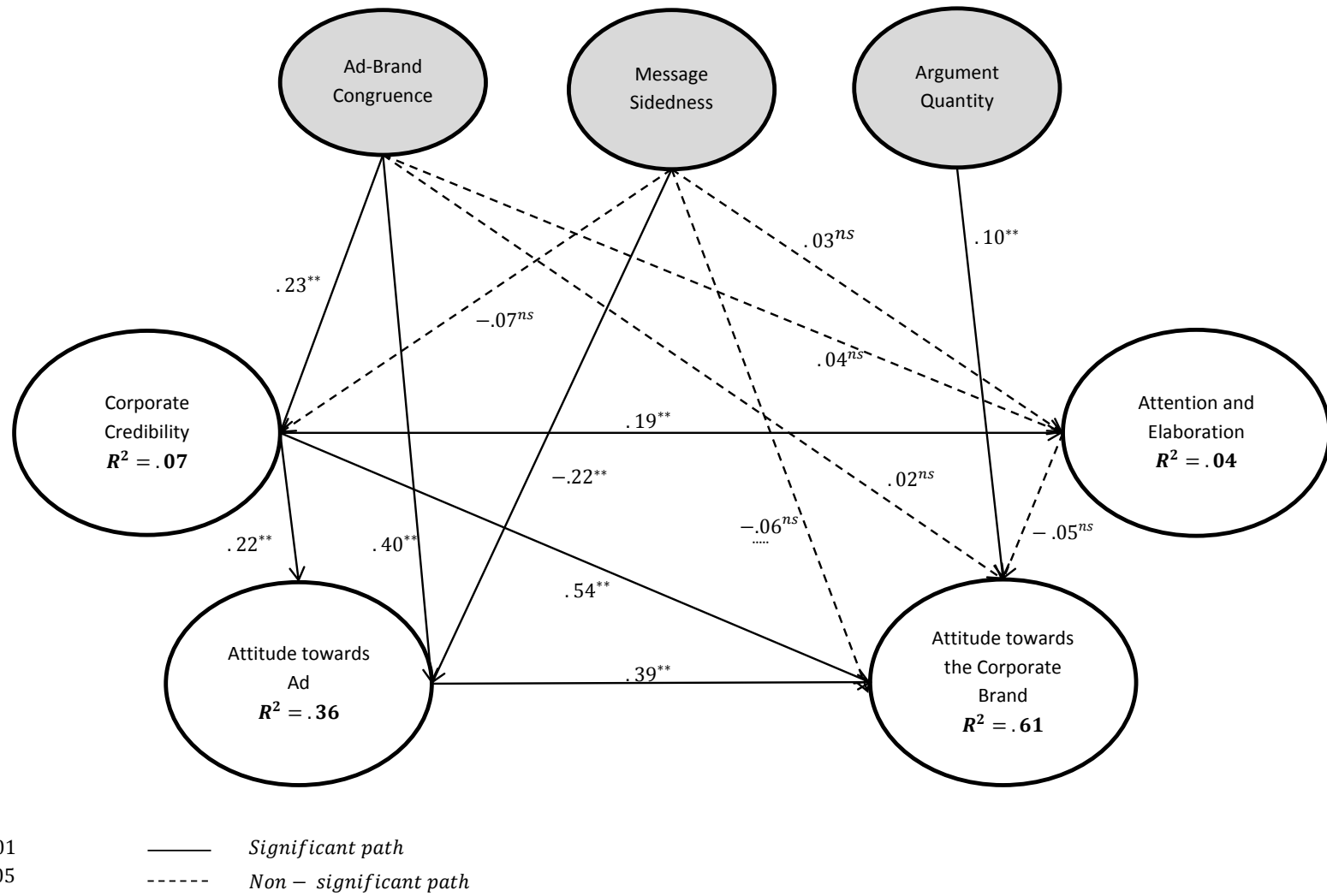
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* $p < .05$

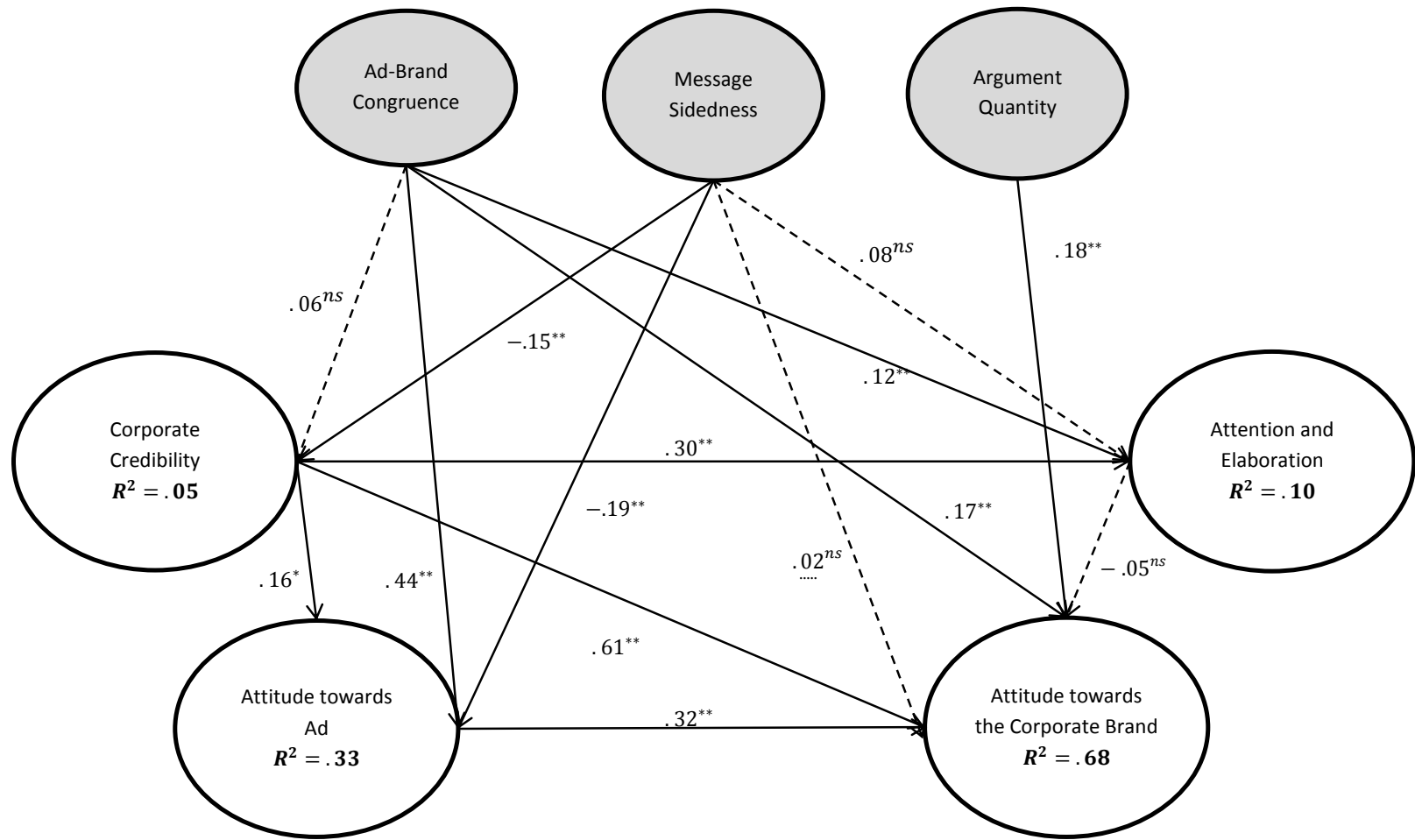
—— Significant path

----- Non – significant path

8.16.2 High Involvement



8.16.3 High Involvement 5 up

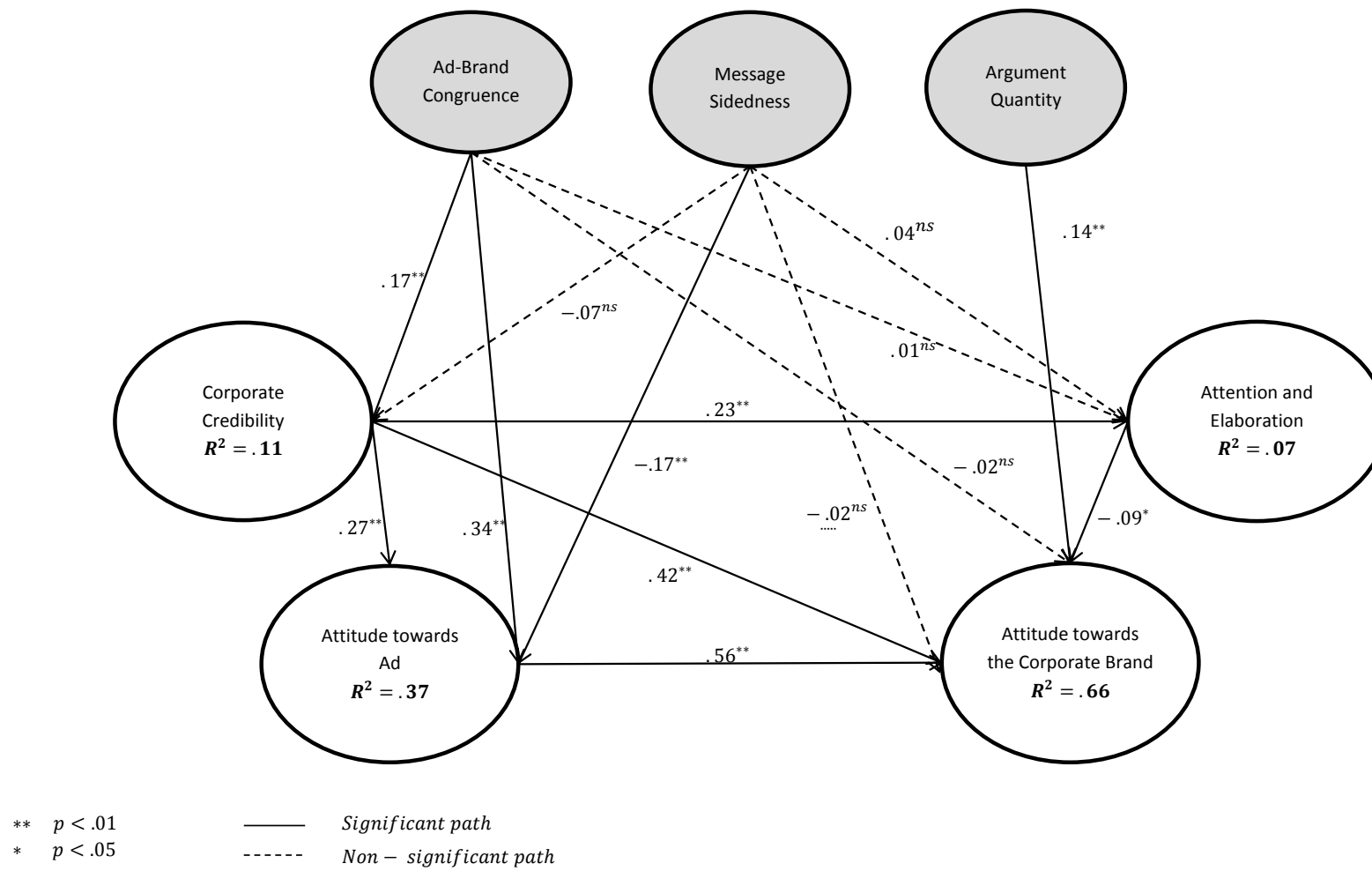


** $p < .01$
 * $p < .05$

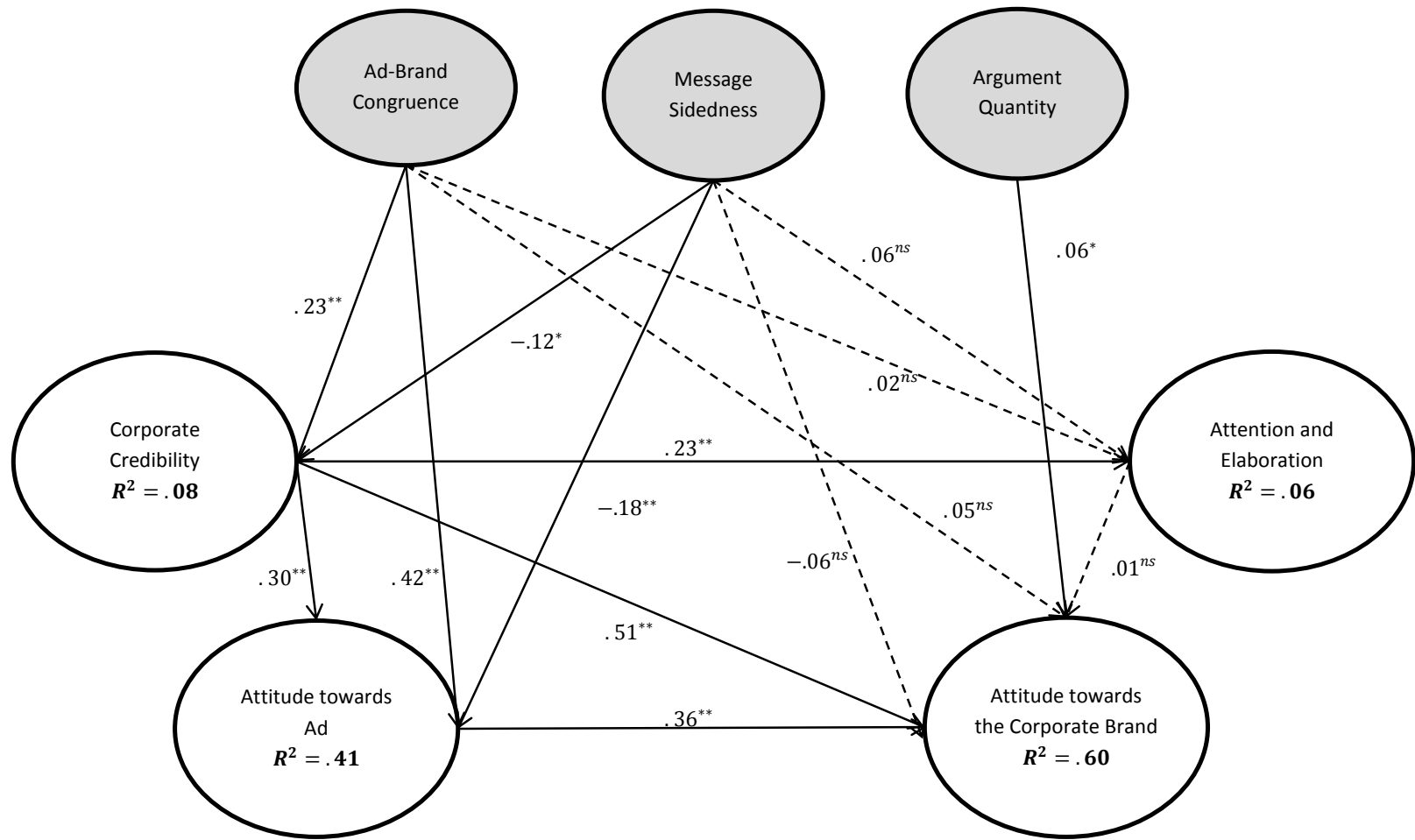
———— Significant path
 ----- Non – significant path

8.17 MODELS FOR DIFFERENT LEVELS OF NEED FOR COGNITION

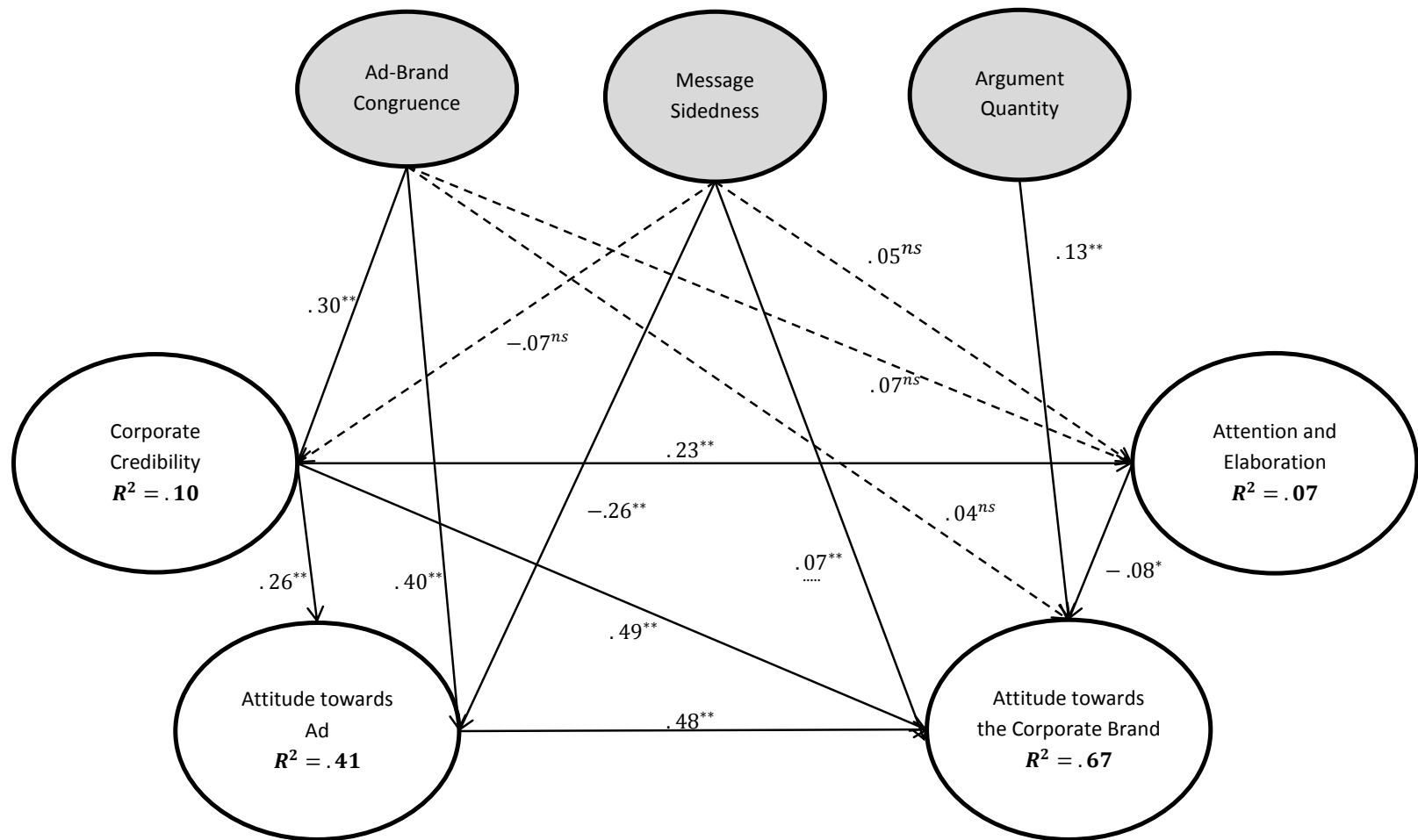
8.17.1 Low Need for Cognition



8.17.2 High Need for Cognition



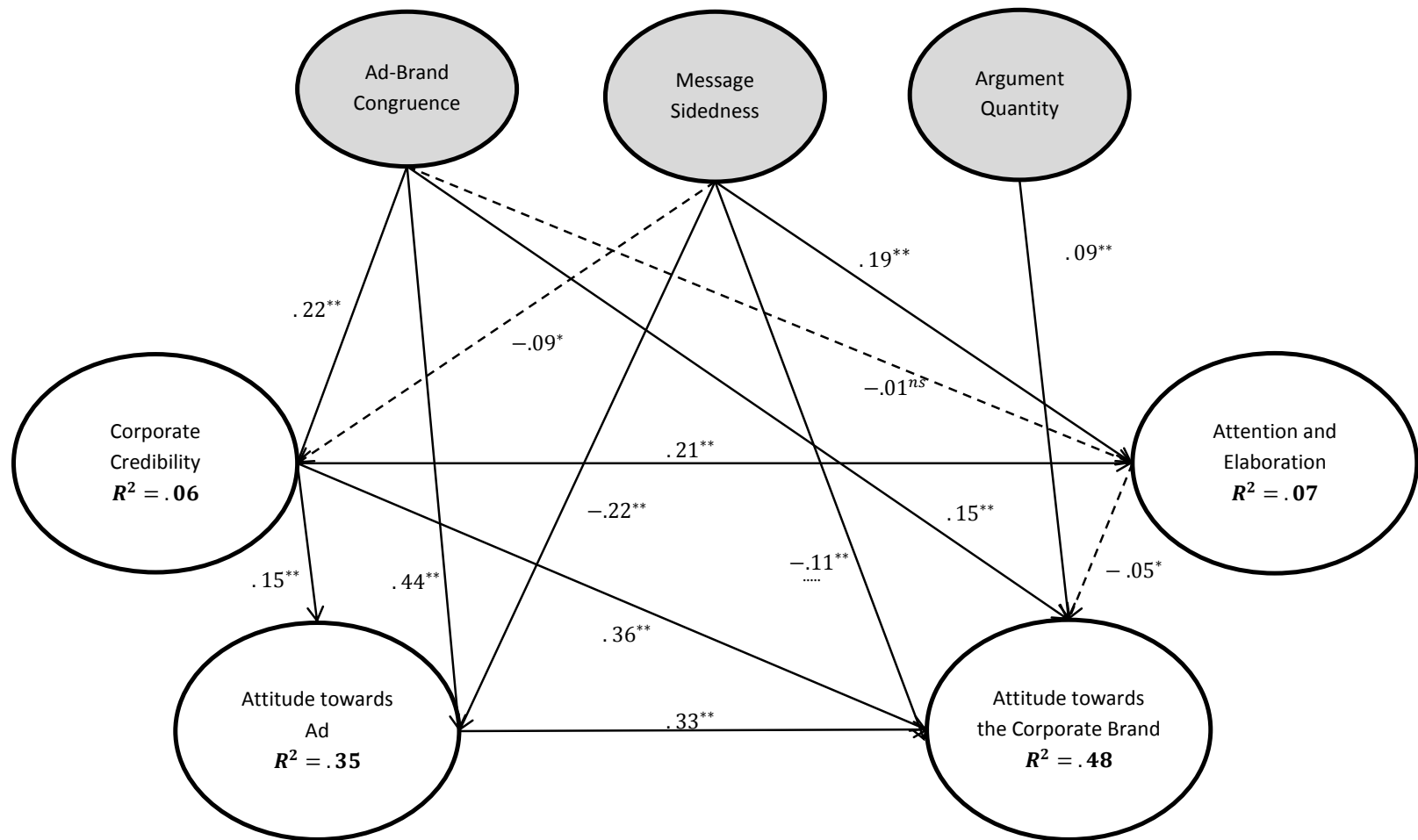
8.18 MODEL FOR AGE 35 AND UP



** $p < .01$
* $p < .05$

———— Significant path
----- Non – significant path

8.19 MODEL FOR HIGH BRAND FAMILIARITY

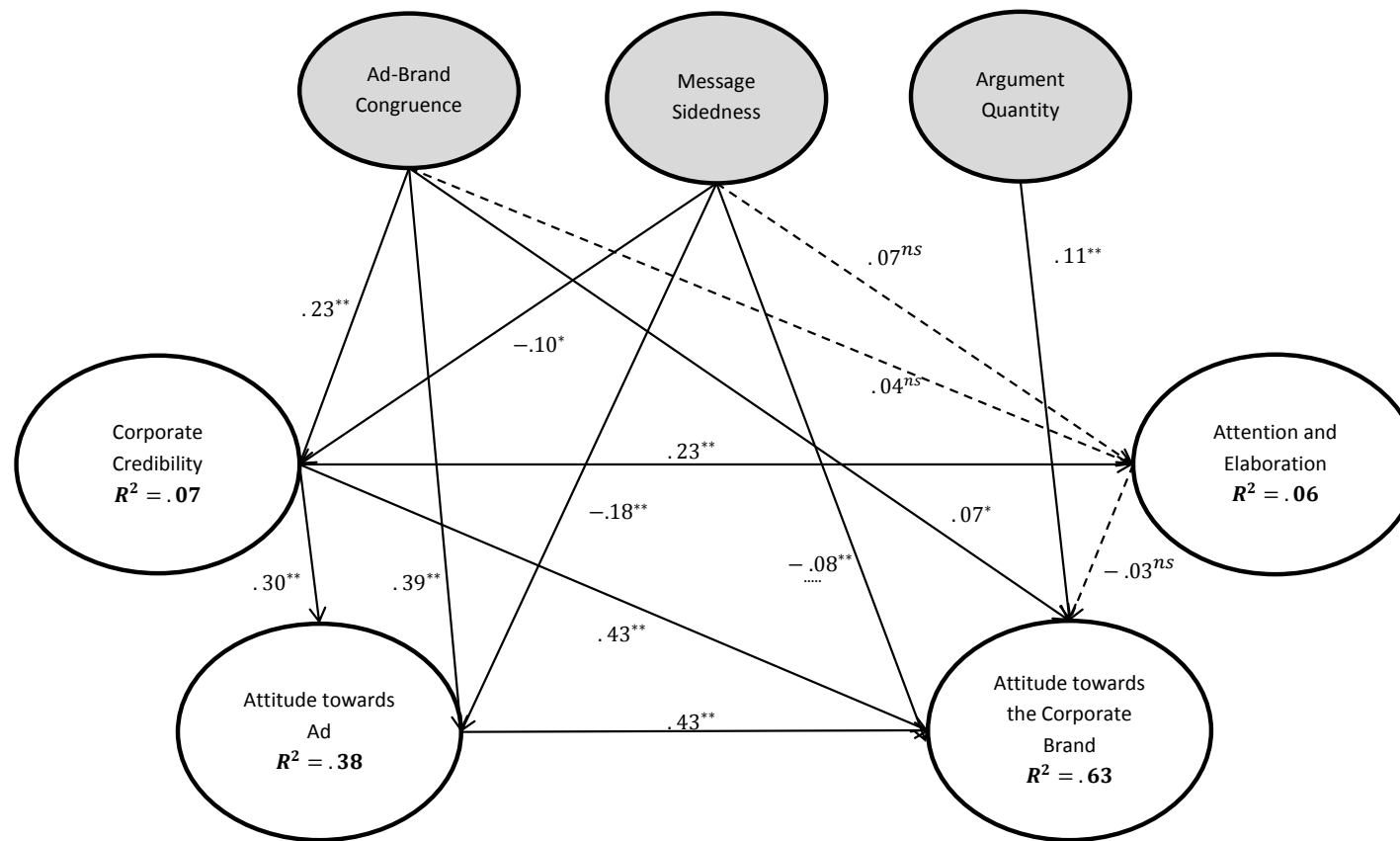


$** p < .01$
 $* p < .05$

———— Significant path
 ----- Non – significant path

8.20 MODEL FOR DIFFERENT LEVELS OF ARGUMENT QUALITY

8.20.1 Low Argument Quality



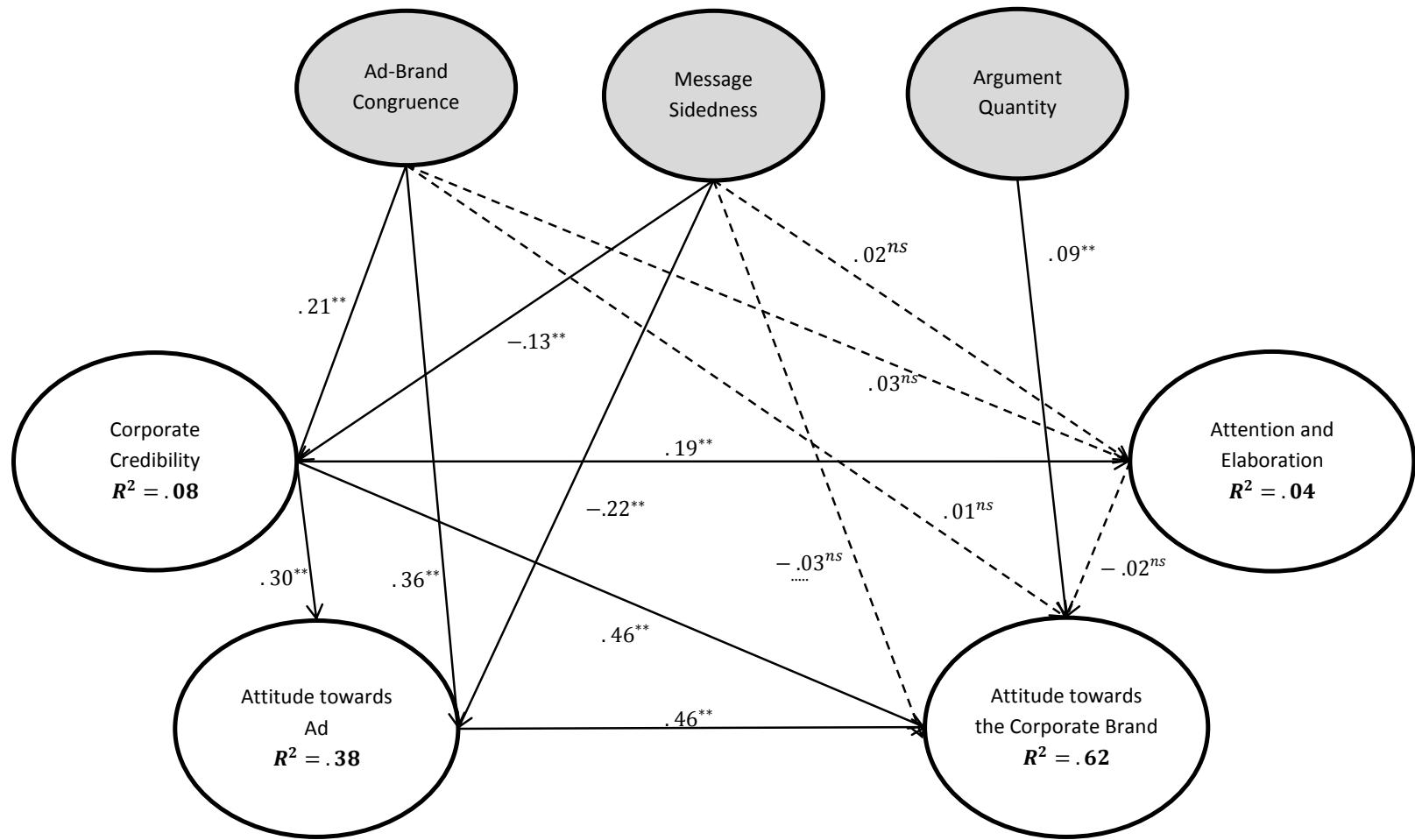
** $p < .01$

* $p < .05$

— Significant path

- - - Non - significant path

8.20.2 High Argument Quality



** $p < .01$
 * $p < .05$

———— Significant path
 ----- Non – significant path